

Southern HARDWARE

JULY, 1953

Including the SOUTHERN FARM EQUIPMENT section

A GREAT MACHINE GROWS GREATER!

Now, the NEW



UNI-FORAGOR

makes the MM UNI-FARMOR
a better-than-ever buy!

offers FAR MORE
for the money!

PULL-BEHIND FORAGOR
ALSO AVAILABLE



HARVEST GRAIN, SEED AND BEAN CROPS

Mount the MM Uni-Combine on the Uni-Tractor for a big-capacity, self-propelled combine with all these advantages: Variable-speed drive; Uni-Matic header control, cylinder speed variable from 300 to 1400 rpm; famous MM one-piece steel concave and grate; high-speed auger unloader.



PICK AND SHELL CORN

With the MM Uni-Picker Sheller mounted on the Uni-Tractor, one man picks, husks, and shells corn on-the-go! This unit handles corn with up to 25% moisture content . . . gets corn early, while stalks are still standing. Cobs and husks stay in the field to mulch the soil.

PICK AND HUSK CORN

Just one bolt and four pins mount the MM Uni-Husker on the Uni-Tractor. These features assure low cost husking . . . cleaner corn: Five-position floating snouts; four 53 1/2" long snapping rolls; ten 36" husking rolls; husking radicle with rotating and side-to-side action; cleaning fan; roller bearings on all main drives.



HOW MM UNI-FARMING CUTS COSTS, BOOSTS PROFITS!

With MM Uni-Farming, the basic MM Uni-Tractor works all summer long, on crop after crop, with harvesting attachments to suit the job. This MM system slashes harvesting costs . . . offers big-capacity, low-cost harvesting for all crops.

Quick, easy conversion saves precious harvest-season time, too. For example, just two bolts and two pins mount the Uni-Foragor on the Uni-Tractor for a self-propelled forage harvesting unit. These MM advantages cut work and assure a fast, clean, one-trip job:

Adjustable, spring-loaded upper feed roll and rough-surfaced lower feed roll for smooth, positive feed; reversing lever for feed rolls; heavy-duty cutter with four 16" hardened steel knives; powerful blower and large-diameter pipes for big capacity.

Get complete facts on high-profit, high-efficiency MM Uni-Farming with the basic Uni-Tractor and Uni-Foragor, Uni-Combine, Uni-Husker, and Uni-Picker Sheller attachments.

MINNEAPOLIS-MOLINE MINNEAPOLIS 1, MINNESOTA



No. 7 Steel **\$1.00 Retail**
Compact 1-3/16" laminated case. Pin tumbler security, brass cylinder and locking lever.



No. 3 Steel **\$1.25 Retail**
Strong 1 1/2" laminated case. Solid brass cylinder and locking lever. Pin tumbler security.



No. 1 Steel **\$1.50 Retail**
Rugged 1 3/4" laminated case. Brass cylinder, pin tumbler security. Heavy brass locking lever.

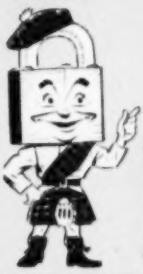


No. 5 Steel **\$1.75 Retail**
Husky 2" laminated case. Brass cylinder, pin tumbler security. Extra-heavy brass locking lever.



No. 1500 **\$1.20 Retail**
Husky, double-wall 1 1/2" case. Brass locking mechanism. 3 number dialing - practically unlimited combinations.

for PADLOCK BARGAINS



YOU CAN'T BEAT

Master



No. 450 **\$1.50 Retail**
Powerful modern hasp, heavy slide bolt, 1 3/4" laminated steel padlock - all in one!



No. 22 **45¢ Retail**
Laminated 1 1/4" steel case. Spring-warded locking mechanism. 40 key changes.



No. 105 **50¢ Retail**
Laminated 1-3/16" steel case. Strong-warded security. Brass locking lever. 105 key changes.



No. 500 **65¢ Retail**
Laminated 1 3/4" steel case. Multi-spring-warded locking mechanism. 60 key changes.



No. 510 **75¢ Retail**
Laminated 1 3/4" steel case. Adjustable, removable 3" ratchet shackle. 60 key changes.



No. 44 **25¢ Retail**
1 1/4" hard-wrought steel case. Reinforced edge. Improved lever security. 10 key changes.



No. 55 **30¢ Retail**
1 1/2" hard-wrought steel case. Master-perfected lever security. 12 key changes.



No. 66 **35¢ Retail**
Powerfully riveted 1 3/4" wrought steel case. Multi-spring lever security. 12 key changes.



No. 77 **\$1.00 Retail**
All-brass pin-tumbler locking mechanism. 750 key changes. 1 1/2" steel case.

Master Lock Company, Milwaukee 45, Wis. • World's Leading Padlock Manufacturers



The lower price of galvanized roofing means more turnover, **MORE PROFIT**

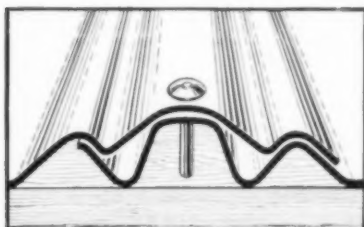
Among the first questions a prospective buyer usually asks about a product is, "What does it cost?"

Right there you have one big reason why galvanized steel roofing is always in demand. It is priced lower than other metal roofing of comparable weight.

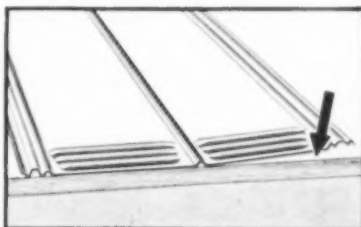
If you compare steel roofing with other metal roofing on the basis of equivalent strength, you will again find steel costing substantially less.

Bethlehem's Stormproof is a moderately priced roofing manufactured from strong, durable steel, either plain or copper-bearing. It carries a tight, uniform coating of zinc to give it good resistance to corrosion. It is designed to hold snugly to any roof construction.

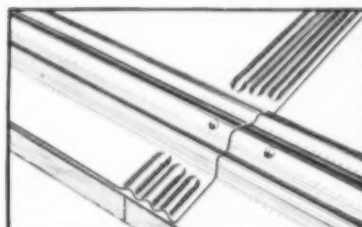
Look at these **STORMPROOF** design features



Tight joints are assured with the specially designed triple ribs that run the length of Stormproof roofing sheets. Double drains carry off any moisture.



A slight pressure angle formed in each sheet flattens out when the side laps are nailed, forcing the entire sheet to hug the roof. Crimping is not required.



Three ribs hold the bottom of each sheet securely against the top of the next sheet. This prevents water from siphoning between the sheets.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation
Export Distributor: Bethlehem Steel Export Corporation

STORMPROOF GALVANIZED STEEL ROOFING

SOUTHERN HARDWARE for JULY, 1953



HERE'S YOUR HARDWARE STORE OPPORTUNITY

Your Store can be Located between
F. W. Woolworth and a Department Store

24 STORES SHOPPING CENTER

18 Open Now—per picture

6 More Under Construction



IN **SAN ANGELO** TEXAS

- City Population Doubles about every ten years
- Trade Area of 225,000 People
- Newest Oil Center in Texas
- Wool Center of the Southwest

The opportunity to make money in business does not come up every day. We have something good here and think you should write us for Brochure with full information. San Angelo has doubled in population in three straight ten-year periods. It is now 62,000. It will be 75,000 to 100,000 in ten more years. Here is the place to put in a prosperous Hardware store of your own, (For the right man we would put in fixtures.)

Millions of free spending oil money coming in every year. This Shopping Center has over 1,000 car parking space and is one of the best engineered layouts we have seen, completely air-conditioned and modern. Designed and located to produce sales volume for you. Write today as nineteen shops are already taken. Be sure to send us particulars about your experience. Incidentally, San Angelo has a wonderful year-round climate with a 2,000 foot altitude.

**TED B. BROWN, Owner, 2540 W. Twohig, San Angelo, Texas
Phone 7166**

If sportsmen-customers come to you ...there's a mighty good reason !



Sportsmen like to buy from a salesman who "knows his stuff". And they'll go from store to store until they find one. What's more, that store and that salesman will get the customers' business on everything else he sells, too!

WHICH 22'S ? It's easy...but so important...to learn the various kinds of 22 caliber cartridges, what kind of bullet each has, and which is good for what kind of shooting.

There are so many ways to have fun with a 22... hunting squirrel, rabbits and other small game... blasting pests like crows, rats and snakes... or plinking at targets, tin cans, wood blocks, and bottle caps stuck in a hillside.



WHEN A CUSTOMER lets you suggest the brand of 22's, take advantage of the opportunity to build his confidence in you. He'll nod his head and agree when you say, "Western SUPER-X 22's"... even if he's a brand-new shooter, he'll have heard of SUPER-X. By far the outstanding name in ammunition, SUPER-X is synonymous with high velocity, maximum power, dependable performance. There are no more powerful 22's made. SUPER-X 22's are loaded with two different kinds of bullets: Solid Point and Hollow Point. Hollow Points "mushroom" when they hit—perfect for pests.



ANOTHER
Olin
PRODUCT



SO MANY WAYS TO HAVE FUN WITH 22's



SEND FOR THIS FREE BOOK...136 PAGES OF AMMUNITION
FACTS AND SHOOTING TIPS... FULLY ILLUSTRATED

Western
TRADE MARK
Super-X
22 CARTRIDGES



Dept. 221, Arms and Ammunition
Division of Olin Industries, Inc., New Haven 4, Connecticut

Please send Western Ammunition Handbook

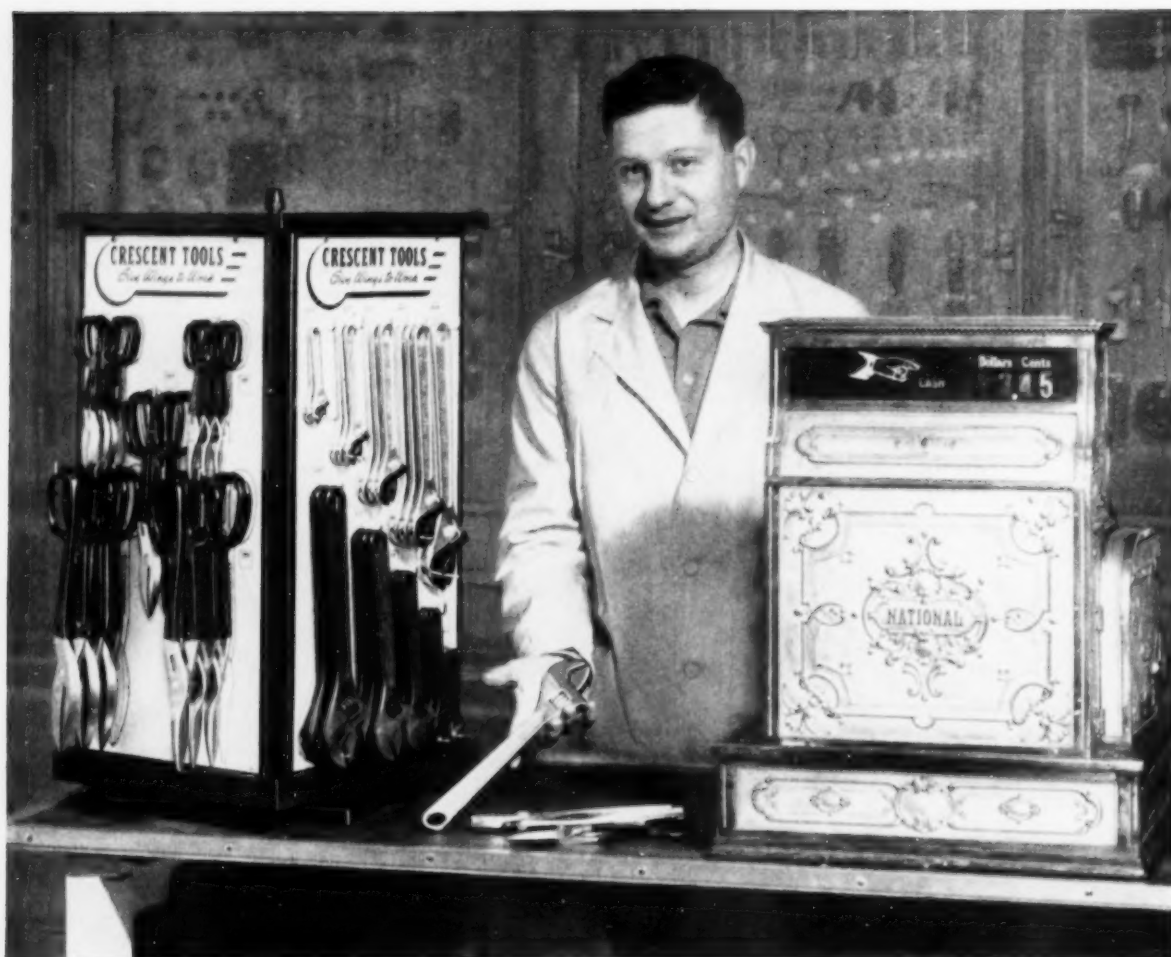
NAME _____

STORE NAME _____

ADDRESS _____

CITY _____

STATE _____



RING UP MORE TOOL SALES!

● Put this revolving Crescent Tool Display near your cash register and both of them will be busy!

The CD1 Display, in brilliant yellow and maroon finish, is a real eye-catcher. Although its base measures only 12" square, it accommodates any four of the nine new Crescent Tool panels . . . which means maximum display in minimum space . . . more tool sales per square inch of counter surface.

Order from your jobber today. You get the CD1 Revolving Fixture and your choice of any four 12"x 24" tool panels for only \$5.00 more than actual cost of the tools. Crescent Catalog No. 27 illustrates and describes the tool assortments for all Crescent Displays.



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

What Makes Selling 22 Rifles Easier?



1 PUT THE GUN IN HIS HANDS

When a prospect tells you he's considering buying a 22 rifle... *hand him one*. This quickly gets him out of a "just looking" mood... will make it easier for you to lead into a real selling conversation.



2 ASK HIM WHAT HE WANTS TO SHOOT

The answer will help you determine what magazine capacity, speed, and other features he's looking for in a 22 rifle. When you ask about target shooting, plinking, pests, small game... it will help him realize *all* the fun he can have... gets you closer to a sale *now*. It also shows him you want to sell him the gun he will like... and that's the kind of reputation you want to build for yourself and your store.

SLIDE?
SELF-LOADING?
BOLT?



3 FIND OUT WHICH ACTION HE PREFERS

Bolt... slide... semi-automatic... it's a matter of individual preference. Hand him the various types; let him try 'em. This will prove the smoothness of one brand's action over another... will make it easy for you to talk about balance and "feel"; how design, not weight alone, determines whether a rifle feels light or heavy. Let him see closely... which has graceful lines, beautiful stock, finish? Does metal flow into wood smoothly, or awkwardly?



4 IS HE GETTING A BARGAIN?

Don't fool him about "low price" rifles... they often are *high priced* if you consider costly repairs and short life. That's why a really *good* rifle is the only *true* bargain. In selling a Winchester rifle, point to the tiny Winchester-Proof Mark on the barrel... proof that it withstood brutal test firing with ammunition far more powerful than commercial loads. A Winchester 22 not only shoots better and lasts longer but also is incomparable for the feeling of pride it gives the owner. There is no "pride of ownership" in just an average rifle.

EVERYBODY
SHOOTS BETTER WITH
WINCHESTER
TRADE-MARK
22 RIFLES

ANOTHER
Olin
PRODUCT

FREE! WINCHESTER GUN SALESMAN'S HANDBOOK

Made especially to make your job easier. Tells which guns for which kind of shooting... 22's, center fire rifles, shotguns. Beautifully illustrated. Dept. 451, Arms and Ammunition Division of Olin Industries, Inc., New Haven 4, Connecticut.

Please send GUN Salesman's Handbook

Your Name _____

Store Name _____

Address _____

City and State _____



Questions about Insurance?

Ask *Federated's* QUESTION BOX

Q. I lost a portable radio overboard last summer while fishing. Is there a policy that would cover that?

A. Yes, your Personal Property Floater covers articles lost in water.



VACATION BOUND!

Did you remember to stop the milk deliveries, and the newspapers? Don't lower the window shades. Arrange to have your lawn mowed, and door kept clear of circulars. Lock windows and doors, remember the basement. Be sure the car is in safe driving condition. You will enjoy your vacation more if you know you are properly insured.

ARE YOU FULLY COVERED?



ENJOY YOUR VACATION

with the assurance that you are properly insured. A personal Property Floater covers YOUR loss in almost every way. Your Federated man will be glad to give you full information.

Be Sure of Your Insurance Coverage This Summer!

Association Membership Pays!

Shop tickets, price tags, prospect records, survey forms—they're just a few of the special business forms that simplify your work. Make the most of your association's services. Strong associations build strong dealers and vice versa.

AUTO LIABILITY, ONE OF THE MOST IMPORTANT!

Summertime is a good time to check up on several of our insurance coverages. First of all, it's a good idea to check our auto liability protection. Summer finds most of us doing more driving—in heavier traffic. Inevitably, there are more accidents. It may happen to you this summer. Some mighty careful drivers have accidents. It may or may not be your fault. But if you find yourself being sued you will be mighty glad you have sound liability protection. Be sure the limits on your policy are high enough in view of today's judgments. It doesn't cost so much to increase your limits. You wouldn't hesitate to buy a new tire if it were needed. For less than the cost of that tire, you can raise your auto liability insurance from minimum limits to \$100,000/\$300,000 for bodily injury; and to \$100,000 for property damage.

LITTLE ACCIDENTS CAN BRING BIG DAMAGE CLAIMS

Summer brings an increase in the type of accident covered by Comprehensive Personal Liability Insurance. For instance there's the case of the boy who was playfully kicking a tin can—it hit a girl in the face, a judgment was awarded for twenty-seven thousand dollars for loss of her eye. If you own a home, or other property, if you have children, if you have a dog, if you hunt, fish, play golf, engage in outdoor sports of any kind, you may easily be involved in a small accident that will result in a lawsuit. Federated's Comprehensive Personal Liability Insurance will assume full responsibility, investigate the facts, defend you, and pay any judgments up to the policy limits. This is protection for you, your wife, your children, and relatives living with you. The cost is only \$10 a year, \$25 for three years, and Federated's dividend will reduce it still more.

PERSONAL PROPERTY PROTECTED

There is increased need during the summer for Personal Property Floater insurance. It protects all of your personal property, against all loss or damage, anywhere in the world. You are protected against all of the familiar losses, such as fire, lightning, wind, explosion, earthquake, burglary, vandalism, theft and larceny, and holdup. In addition, it covers losses not usually insurable, like flood and water damage, disappearance, spilled ink, damage by animals, ripping of garments, loss of stones, articles lost in water, etc. It's certainly well worth its small cost, and now is a good time to start it.

Federated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA



Knowing your 22 ammunition means more than you think!

So often a customer for ammunition wants information and advice. How much you know . . . or do not know . . . makes a whale of a difference. If he's impressed by your knowledge and service, you've made more than a sale . . . you've made a customer. He'll come back to you for ammunition, guns, and . . . chances are . . . everything else you sell.



You needn't be a technical expert . . . but every salesman ought to know, for instance, the difference between 22 shorts, longs and long rifle cartridges . . . the various bullet types . . . the uses for each . . . the different kinds of shooting you can do with a 22 . . .

We will gladly send you **FREE** this interesting 112-page WINCHESTER ammunition handbook, chock full of shooting information. Send coupon below.



IF THE CUSTOMER doesn't specify the brand, be sure you specify a brand you know will deliver top performance. If you say, for instance, "These are Winchester SUPER SPEED 22's . . . made by the famous Winchester firearm people," you're making a recommendation you know will pay off to you in customer confidence and long-term future business. Ask what he wants to shoot . . . then you can recommend either Solid Point SUPER SPEED 22's or Hollow Point SUPER SPEED 22's. (The Hollow Points "mushroom" for maximum destructive effect.)



ANOTHER
Olin
PRODUCT

THEY SHOOT BETTER BECAUSE THEY'RE MADE BETTER



This Book
WILL HELP YOU BECOME
EVERY SPORTSMAN'S
FAVORITE SALESMAN

WINCHESTER

TRADE MARK
22 CARTRIDGES

Send
Coupon
Today!

Dept. 631, Arms and Ammunition
Division of Olin Industries, Inc., New Haven 4, Connecticut
Please send Winchester Ammunition Handbook.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____

STATE _____



DAYTON, KY.

"BLINDFOLD TEST" SOLD ME— L·O·F IS EASIEST TO CUT!



**Bill Springmeyer of
Klingenberg Hardware Co.
says:** "Brand 'B' felt easiest—no skips,
no jumps. The cutter slid right down
and the glass snapped off clean!"

Brand "B" was L·O·F. It was one of four unidentified, but well-known, brands of single-strength window glass that Mr. Springmeyer test-cut.

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is annealed more slowly, more patiently. That makes it less brittle—so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste *and more profit* with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Company,
7173 Nicholas Building, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



men who use
REPUBLIC UPSON

SEMI-FINISHED and COLD-PUNCHED NUTS

**appreciate these smooth-working
advantages.....**

Top-quality Republic Upson Nuts and Bolts, with smooth-working advantages and long-lasting qualities you are certain to find important in using fasteners, are available in more than 20,000 different types, sizes and shapes. Make this complete Republic Upson line your dependable source of supply for every fastening need.



REPUBLIC STEEL CORPORATION

Bolt and Nut Division

CLEVELAND 13, OHIO • GADSDEN, ALABAMA

Export Department: Chrysler Building, New York 17, N.Y.



wrench
fits squarely,
snugly . . .
less chance
of slip

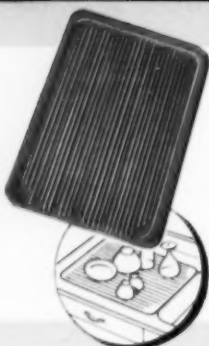
clean,
accurate
threads run on
quickly,
smoothly

strong
corners don't
round
off

DRAINBOARD MATS

1103 Size: 16 x 23"
1104 Size: 16 x 17"
1106 Size: 16 x 14"

Colors: Red, white, marbled black, blue, yellow, green



DRAINBOARD TRAYS

1170 Size: 15 1/2 x 15 1/2" (for short drainboards)
1171 Size: 20 x 15 1/2" (standard drainboards)
1172 Size: 18 1/2 x 22" (for standard drainboards)
1173 Size: 21 x 24" (extra large for standard drainboards)

Colors: Red, white, black, blue, yellow, green



SINK LINER MATS

1211 Size: 10 x 12"
1212 Size: 12 x 14"
1213 Size: 13 x 16"

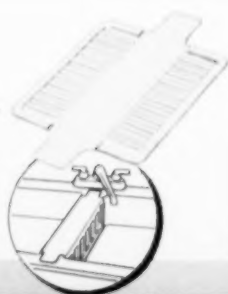
Colors: Red, white, marbled black, blue, yellow, green



SINK DIVIDER MAT

1221 Size: 10 1/2 x 14"

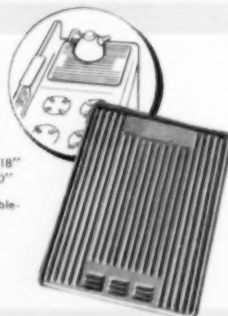
Colors: Red, white, marbled black, blue, yellow, green



STOVE TOP MATS

1302 Size: 11 1/2 x 18"
1370 Size: 16 x 20"

Colors: Red, marbled black, blue, yellow, green



FLOOR MATS

1406 Size: 18 x 32"
1416 Size: 18 x 34"

Colors: Red, marbled black, blue, green, brown

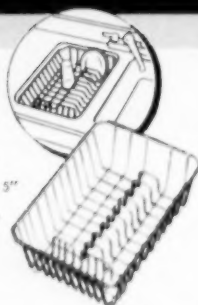


Ride the Rubbermaid line to big

TWIN SINK DISH DRAINER

6008 Size: 12 1/4 x 14 1/4 x 5"

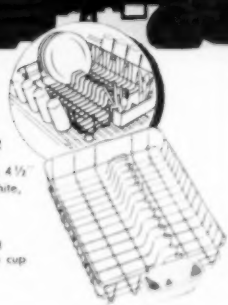
Colors: Red, white, blue, yellow, green



DELUXE DISH DRAINER

6032 Size: 13 x 17 x 4 1/2"
Drainer colors: Red, white, blue, yellow, green

Drainer has special glassware holders and detachable silverware cup



DELUXE DISH DRAINER

6072 Size: 17 1/2 x 14 1/2 x 6"

Colors: Red, white, blue, yellow, green

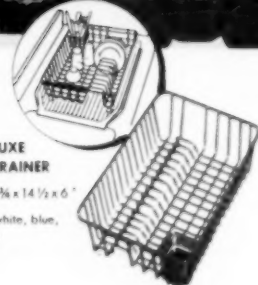


PLATE STORAGE RACKS

6201 Size: 6 x 11 1/4"
6202 Size: 6 x 20 1/4"

Colors: Red, white, yellow



SHELF-KUSHIONS

Wall Cabinet Cushion
1611 Size: 11 1/4 x 24"
1614 Size: 11 1/4 x 30"
1617 Size: 11 1/4 x 36"

Base Cabinet Cushion
1627 Size: 22 x 36"

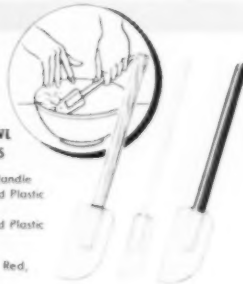
Colors: Red, marbled black, blue, yellow, green



PLATE AND BOWL SCRAPERS

1901—Plain Handle
1903—Colored Plastic Handle
1904—Colored Plastic Handle

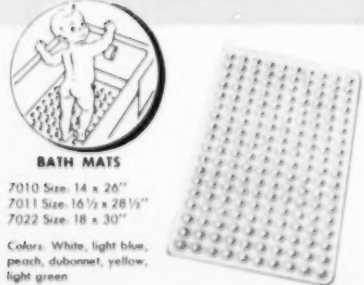
Handle Colors: Red, white, yellow



BATH MATS

7010 Size: 14 x 26"
7011 Size: 16 1/2 x 28 1/2"
7022 Size: 18 x 30"

Colors: White, light blue, peach, duobonnet, yellow, light green



TOILET TOP TRAY

7201 Size: 6 1/2 x 19 1/4"

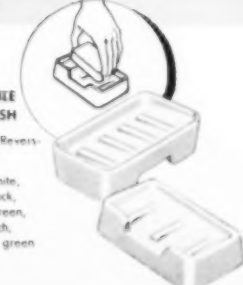
Colors: White, light blue, peach, duobonnet, yellow, light green



REVERSIBLE SOAP DISH

2270—Deluxe Reversible Soap Dish

Colors: Red, white, marbled black, blue, yellow, green, light blue, peach, duobonnet, light green





SINK STRAINER
1702 (heavy, large)
Colors: Red, black,
blue, yellow, green



DUST PAN
2001—All Rubber
Colors: Red, black,
blue, yellow, green

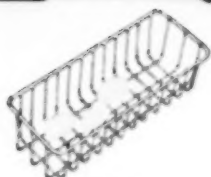
Rubbermaid's a real money-maker!

Stores all over the country report that Rubbermaid is one of the 5 top dollar-producing lines in the whole housewares field! Why? Because women want Rubbermaid. They see it advertised in full-color, large-space ads in all their favorite magazines. Rubbermaid sells them on its time-saving, work-saving convenience and smart, permanent colors in over 70 million national ads this year. They see it in use in their friends' homes. They're already pre-sold. All you do is make sure they see it in your store.

Rubbermaid has "buy-appeal!"

Colorful Rubbermaid displays in your windows and on front counters turn "just lookers" into good customers. Let the women in your area know you have it . . . Rubbermaid's reputation and quality will do the rest.

sales and profits!



EGG BASKETS
6402 Size: 4 1/4 x 13 1/4 x 3 1/4"
6403 Size: 7 1/2 x 13 1/4 x 3 1/4"
Color: White



PET FEEDING DISH
2501 Colors: Red, green



**TABLE
PROTECTOR PAD**
2601 Color: Red

Put Rubbermaid to work in your store!

Here's all you do to get your share of this tremendous Rubbermaid business:

- Stock the complete Rubbermaid line—all items, sizes, colors.
- Display the complete line in busy traffic locations where customers can see it.
- Promote Rubbermaid in your own local advertising, timing it to tie-in with Rubbermaid's powerful national magazine advertising program.
- Reorder often enough to keep your Rubbermaid stocks complete.

**NOW! Your store can have
a complete
Rubbermaid department**
with this attractive,
compact, sales-tested
Rubbermaid Display Fixture.



Rubbermaid **HOUSEWARE**

The original . . . complete . . . nationally-advertised line of rubber housewares
THE WOOSTER RUBBER COMPANY, WOOSTER, OHIO



3 ways to make more money in the hardware business

1



Smooth-Surfaced Genuine Ruberoid Roll Roofing

Made from long, wiry, springy fibers — all beaten and twisted and intertwined and bound together to insure tremendous durability.

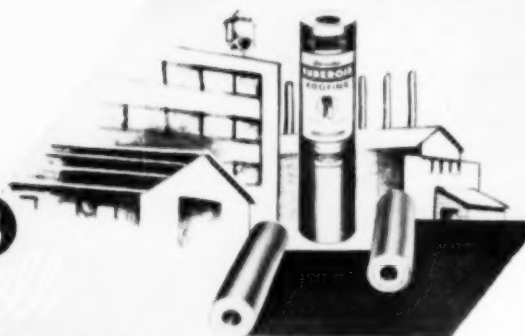
2



Mineral-Surfaced Genuine Ruberoid Roll Roofing

Liberally surfaced with firmly embedded, colorful mineral granules which give an attractive appearance and greater fire-resistance.

3



Dubl-Coverage Genuine Ruberoid Roll Roofing

Provides a double thickness and double protection for roofs . . . virtually a built-up roof.

Here's the key to greater sales and profits in your roofing department. Feature all three of these great money-makers. Ruberoid Roll Roofing is backed by more than 60 years' experience in pleasing customers . . . since 1892 when Ruberoid produced the first prepared asphalt roofing ever made. And the original is still the best. For your free literature, write to The Ruberoid Co., 500 5th Avenue, New York 36, N. Y., or your nearest sales office in Baltimore, Md.; Dallas, Texas; or Mobile, Ala.

Cash In on The Greatest Advertising Program In the Business With

Color-Grained Asbestos-Cement Siding
Dubl-Coverage Tite-On Shingles
Stonewall Asbestos-Cement Board

The **RUBEROID** Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

Lightweight, compact and portable. Disposable cylinder contains enough fuel for 15 hrs. . . assures repeat sales.

\$6.95 (retail) complete
Replacement cylinders retail for \$1.95 each.



Take advantage of the "Do-It-Yourself" trend with INSTANT-LIGHTING BERNZ-O-MATIC TORCH

The one ideal torch for both homeowner and mechanic . . . Hundreds of uses mean hundreds of sales for the Bernz-O-Matic. Homeowners can use it for paint burning, electrical work, soldering, gutter repairs, home workshop. Plumbers, electri-

cians, mechanics, carpenters, metal workers, painters, farmers and sportsmen will find this the most portable torch, the easiest and most economical tool they can use. Thousands are being sold every day. Get your share of this vast market.

Portable new wire counter display serves as self-salesman in your store . . . FREE (with purchase of either of these two sales appealing packages.) Here is the convenient package especially recommended for the retail dealer:

PACKAGE I TX-476

ITEM	QUANTITY	ITEM	QUANTITY
TX 10 Bernz-O-Matic Torch	3	TX 400 Small soldering tip	3
TX 9 Replacement cylinder	3	TX 401 Large soldering tip	3
TX 2 Utility burner	2	TX 405 Spark lighters	12
TX 300 Flame spreader	1	TX 410 Floor stand	2

Cost to retail dealer \$37.93

Larger dealers and specialty houses will especially like the display listed below:

PACKAGE II TX-475

ITEM	QUANTITY	ITEM	QUANTITY
TX 10 Bernz-O-Matic Torch	6	TX 400 Small soldering tip	4
TX 9 Replacement cylinder	6	TX 401 Large soldering tip	4
TX 2 Utility burner	4	TX 405 Spark lighters	12
TX 300 Flame spreader	2	TX 410 Floor stand	3

Cost to retail dealer \$73.08



NEW ACCESSORIES . . . broaden uses, increase sales



TX 2—Utility burner for many general service uses. Permits attachment of flame spreader.



TX 300—Flame spreader provides wide flame for burning off old paint, furniture finishing and floor laying. Use with TX-2.



TX 400—Small soldering tip especially adaptable for soldering wires and other close electrical work. For use with TX-10.



TX 401—Large soldering tip finds wide use in soldering pipes, tubing, etc. For use with TX-10.



TX 410—Stand permits you to place torch upright while burning without fear of it falling.



TX 405—Spark lighter for quick lighting of torch and all Bernz-O-Matic appliances.

"Always Reliable"

"Since 1876"

GASOLINE AND KEROSENE BLOW TORCHES

More than 75 years experience has gone into the Bernz line of gasoline and kerosene blow torches and firepots to assure safety.



Model 87

Model 200 Brass

OTTO BERNZ CO., INC., 280 Lyell Avenue, Rochester, N. Y.

SOUTHERN HARDWARE for JULY, 1953



Once is not enough!

The need for blood is greater than ever, not only for men wounded in combat, but here at home . . . to cure disease, to meet accidents and disasters, and to prepare for civil defense.

Our quota can **ONLY** be met, if those who give *keep on* giving . . . regularly!

You **CAN** give more than once . . . as often as every three months with complete personal safety. The more often you give the more often you save a life. For every pint of blood you give goes to someone who needs it desperately.

Remember . . . once is **NOT** enough. Give blood again and again! Call your Red Cross, Armed Forces or Community Blood Donor Center for an appointment to give blood today.

GIVE BLOOD

...give it again and again

BUSINESS EXECUTIVES! CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ☐ HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?
- ☐ HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?
- ☐ DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?
- ☐ HAVE YOU ARRANGED TO HAVE A BLOOD-MOBILE MAKE REGULAR VISITS?
- ☐ HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?
- ☐ HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?
- ☐ WAS THIS INFORMATION GIVEN THROUGH PLAN BULLETIN OR HOUSE MAGAZINE?
- ☐ HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?
- ☐ HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS?

Remember, as long as a **single** pint of blood may mean the difference between life and death for **any** American . . . the need for blood is **urgent!**



NATIONAL BLOOD PROGRAM

You can put your confidence

in the

MIKE[®]

line *

QUALITY TWINES AND CORDAGES

SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
BUTCHER'S TWINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
KITE CORDS
PARCEL POST TWINES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES



SEINE
CORD

MASON
LINE

from
FISHING LINE
TO
SASH CORD

MIKE[®]

THE COMPLETE
HARDWARE LINE

A complete one source of supply on guaranteed top quality items as listed above from one of the oldest and largest manufacturers in the business. Samples, color cards and price lists on any and all items sent on request.



ORDERS OF \$50.00 OR MORE. FREIGHT PREPAID. Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C. or Marietta, Minnesota. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

When you display the **MIKE** line—
it Sells!

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

Marietta, Minnesota

Turn this around ...for bigger business!

Here's a profitable idea to turn around in your mind.

Many of the smaller items you deal in can build your business in bigger ones.

For example, the stove bolt shown. Stock the finest made . . . RB&W . . . as well as other RB&W bolts, nuts, rivets and screws. These "bread-and-butter" items make satisfied customers that keep coming back to your store . . . build traffic for everything you sell.

RB&W fasteners are top sellers in their own right, as hardware sales figures prove. And they're one of the few profitable, fast-turnover items that you can stock in quantity without worrying about style changes or damage. Thus, you keep time-consuming re-ordering to a minimum.

You keep handling to a minimum, too . . . thanks to RB&W's unique "upside-down" package that prevents spilling. This attractive red and green package stands out on your shelves . . . clearly labelled to show in a jiffy the type and size you want.

For fasteners that move fast, order the complete RB&W quality line today.

*106 Years Making Strong
the Things That Make America Strong*

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N.Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Dallas, Oakland. Sales agents at: Portland, Seattle.

Available at leading Wholesale Hardware Distributors from Coast to Coast



SSIRCO Hits a New High!

... IN PROMPT DELIVERY



THERE'S hardly a spot in 11 Southern States that can't be serviced by fast, overnight delivery . . . or convenient "drive-in-pick-up" . . . from one of 16 well-stocked SSirco Warehouses. This means money to you—in smaller inventories, lower investment, faster turnover.

And you can be sure of customer satisfaction and repeat business, because SSirco carries only the best grade of nationally advertised building materials and metal products. Check the list at right for some of the famous names that will help maintain your reputation for top quality products.

Fine products at prices that leave you a good margin of profit *plus* a new high in prompt delivery is the SSirco combination that adds up to sales and profits for you.

THESE FAMOUS PRODUCTS MAKE UP SSIRCO STOCK

Reynolds Aluminum
Building Products
Follansbee Terne
Carey Asphalt and
Asbestos Products
Certain-teed
Asphalt Products
EZ-Way Stairways
Miami-Carey Cabinets
Celotex Insulation
Board Products
Insulite Insulation
Board Products
Flinthote Products
Nu-Wood Insulation
Board Products
Masonite Hardboards
Upson Panels
Asbestone Asbestos
Products

Durall Screens
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—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE



Manufacturers & Distributors

SOUTHERN STATES IRON ROOFING COMPANY

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Jacksonville, Fla.

Birmingham, Ala.
New Orleans, La.
Nashville, Tenn.
Memphis, Tenn.

Louisville, Ky.
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LOOK!

**...A NEW LABEL DESIGN
for the famous D-P Line!**

GLAZING COMPOUNDS • CAULKING COMPOUNDS • PUTTIES



**has excellent display value
—eye appeal, buy appeal!**

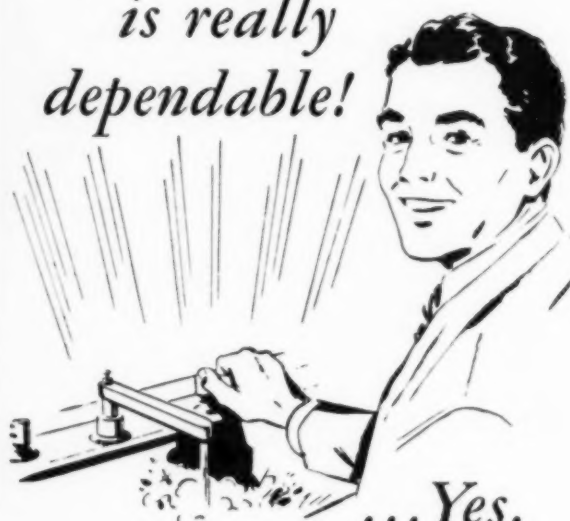
The D-P Glazing Compound inside this new can is the same famous high quality product as always. Easier and better to use than conventional putty! Ideal for many home repair jobs in addition to window glazing! Always ready to use—will not harden in can. Holds tight, seals permanently! Packaged in 1 lb. cans and up.

In its very attractive "new suit" D-P Glazing Compound is now even more salable than ever before—and so are all the other top quality, newly packaged D-P products! Stock them now! Display them! Sell them—for Summer repair jobs. Order D-P Compounds from your jobber now . . . today!



for 86 years—the quality leader
The DICKS-PONTIUS COMPANY
DAYTON, OHIO
Alexandria, Va. • Decatur, Ga. • Dallas, Texas

*My Duro Jet pump
is really
dependable!*



*...Yes,
Duro dealers have
learned to expect such
customer confidence.*

Every customer wants to buy *dependable* running water service . . . and that is what *you offer* when you sell Duro Horizontal Jet Systems. With every Duro Water System you sell, you earn the lasting confidence of your customer . . . this means repeat business.

The Duro Horizontal Jet System is a dual service pump adaptable to deep or shallow well installation. It is compact . . . easy to install . . . with ready access to pressure and suction lines. For over 35 years Duro has been building the right pumps for every requirement.



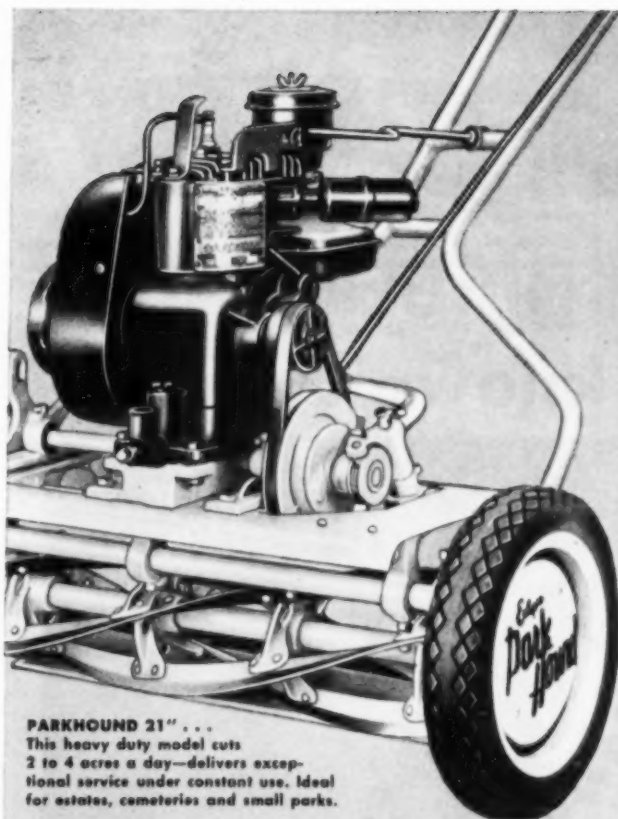
*Now is the time for
fast profits with Duro high capacity
portable Cellar Drainer . . .*

Dependable, fast acting, low level pumping, Duro's Cellar Drainer is built of non-rusting, non-corrosive materials.

Write for complete information.

THE DURO CO.
DAYTON 1, OHIO

DURO BUILDS A COMPLETE LINE OF WATER SOFTENERS AND WATER SYSTEMS



PARKHOUND 21" . . .
This heavy duty model cuts
2 to 4 acres a day—delivers excep-
tional service under constant use. Ideal
for estates, cemeteries and small parks.

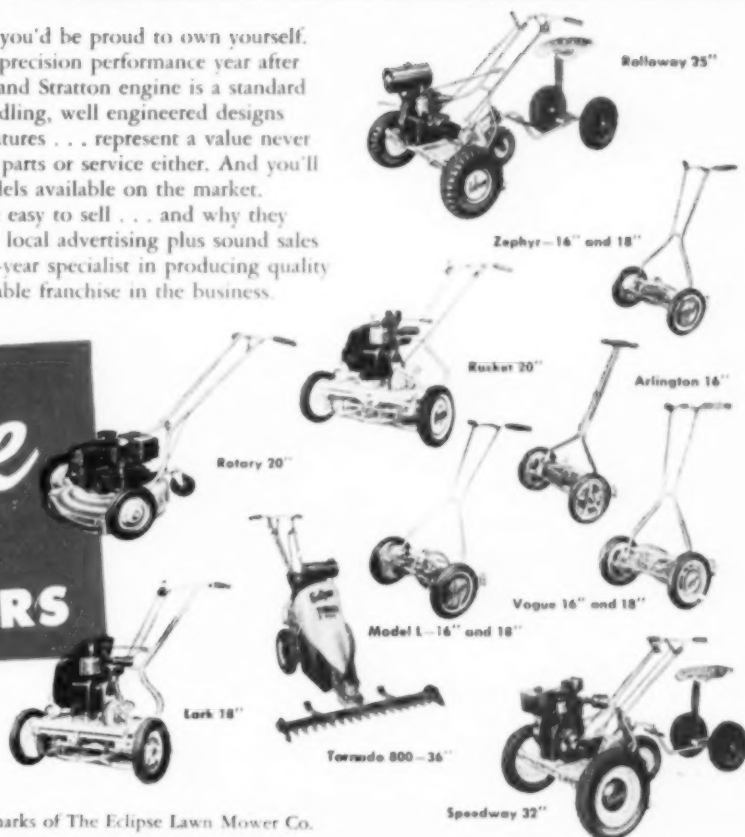
Put **YOURSELF** . . .
in your
customer's shoes!

- Eclipse is the brand of Lawn Mower you'd be proud to own yourself. You can depend upon trouble-free, precision performance year after year. The reliable 4-cycle Briggs and Stratton engine is a standard feature of every power model. Easy handling, well engineered designs . . . with outstanding and exclusive features . . . represent a value never equalled. No worries about getting parts or service either. And you'll have the most complete selection of models available on the market. That's why Eclipse lawn mowers are easy to sell . . . and why they stay sold. Add in powerful national and local advertising plus sound sales promotion and the reputation of a 53-year specialist in producing quality lawn mowers. The result: the most valuable franchise in the business. Want to know more? Write us.



THE ECLIPSE LAWN MOWER CO.
Division of Buffalo-Eclipse Corporation
5707 Railroad Street Prophetstown, Ill.

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Red Tag's
Merchandising
Tips



"You'll get

MORE SALES and BIGGER SALES
with a name they know— **Cyclone**"



BRAND NAMES mean a lot to your customers. A well-known label is an extra assurance of top quality and long, satisfactory service. And for Hardware Products manufactured from wire, "Cyclone" is the name they look to and respect.

That's why it will pay you to stock and maintain

the entire line of Cyclone "Red Tag" Hardware Products. Customers know the name and they recognize the "Red Tag" label.

The Cyclone line is a big and complete one. *Cyclone Lawn Fence* in woven and welded styles—with matching Gates, Trellis and Flower Bed Border. *Cyclone Insect Wire Screening* in Galvanized, Bronze and Aluminum. *Cyclone Woven Hardware Cloth* with the popular welded selvage. *Cyclone Catch-All Baskets* that offer today's biggest burner basket value.

Your jobber can supply all your needs in this great line *now*. Call him today.



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UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

U-S-S CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL

Southern HARDWARE

Hardware and Allied Lines -- Farm Operating Equipment

Vol. 122

July, 1953

No. 7

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SOUTHERN HARDWARE for JULY, 1953

5
good
reasons
why it
pays
to sell
JACOBSEN

- 1 A WELL-ESTABLISHED LINE OF SALES LEADERS
... no risk of handling a line that may become orphaned in a year or two.
- 2 RIGHT SIZE AND TYPE FOR EVERY BUYER
... eliminates the inefficiency of promoting two or more brands.
- 3 EXCLUSIVE MODELS
... like the Jacobsen Manor, that yield plus profits from sales to large home owners, parks, schools or cemeteries.
- 4 CONSISTENTLY ADVERTISED
... in a carefully selected list of general and shelter magazines.
- 5 FULL FACTORY BACKING
... with advertising aids, display material, sales training programs, service schools and assistance in demonstrations.

There's a solid future for you with Jacobsen
— the line with over 30 years of progressive
past and growing future.

Jacobsen
MANUFACTURING COMPANY
RACINE, WISCONSIN, U.S.A.

Business Trends

AND PRICE CHANGES

Sales Outlook Good for Months Ahead

AS THE SECOND quarter of 1953 closed, sales in virtually all lines of trade were good reflecting high level incomes and full employment. Industrial production, through April (latest month) was running 12 percent ahead of a year earlier and at near-record levels.

The prospect of a cease-fire and an armistice in Korea comes at a time when some economists believe that the boom probably has passed its peak. Record production of appliances for example has filled the pipelines and there are indications that demand no longer is keeping pace with production. The automotive industry likewise is noting that demand is failing to keep pace with record production.

Some let down is inevitable if peace comes in Korea. Some of the urgency will go out of the arms program, and business generally will be in less rush to expand. It is felt that the tempo of business will be slowed all along the line.

If a truce is arranged some tax relief is almost sure to be considered. Tax cuts for individuals will get real support and there will be even stronger pressure to remove the excess profits tax.

The period ahead probably is to be one of abundance and competition is to be the real factor which regulates business.

Employment Continues On High Level

DESPITE SOME minor setbacks in some segments of the nation's economy, employment continues to hold to a high level. In April more than 61.2 million persons were employed, approximately one million more than a year earlier. And advance reports show that some additional gain, though slight, was made in May.

Meanwhile, personal incomes

were at an annual rate of 281.3 billion dollars in the first quarter, up seven percent from last year.

Florida's Fair Trade Law Declared Invalid

Florida's so-called Fair Trade Law was declared invalid by Circuit Judge Harry N. Sandler, at Tampa, on June 16. The decision was in connection with a suit brought by a drug manufacturer to restrain a drug store from selling a trade-marked product at less than the resale price fixed by the manufacturer. The suit was dismissed.

The Florida law, similar to the fair trade legislation on the statute books of 44 other states, seeks to make a manufacturer's fixed resale price binding on all retailers in the state, irrespective of whether they have signed fair trade price agreements with the manufacturer, provided one such agreement has been signed in the state. The decision by Judge Sandler says, in effect, that such price maintenance contracts are not binding on dealers who have not signed them.

Farm Income Drops In First Four Months

FARMERS RECEIVED about 8.6 billion dollars in the first four months of 1953, two percent less than last year. Cumulative receipts are likely to run below the comparable period last year throughout 1953, according to the Department of Agriculture.

Prices averaged 10 percent below a year ago, but the volume of marketings was larger. Receipts from meat animals and dairy animals and dairy products were lower than a year ago, but those from poultry and eggs were higher.

Crop receipts in the first four months were 3.2 billion dollars, up nine percent from last year, largely because of increases in receipts from wheat, corn, soybeans, and tobacco.

Construction Activity At Record Level

BUILDING ACTIVITY continues as one of the factors underlying the prolonged boom. New construction in May amounted to nearly three

(Continued on page 70)

Geographic Division	% change in sales Apr. 1953 from		4 mos. 1953 from	% change in inventories Apr. 1953 from		Stocks-Sales Ratio		
	Apr. 1952	Mar. 1953	4 mos. 1952	Apr. 1952	Mar. 1953	Apr. '53	Apr. '52	Mar. '53
U. S. Total Sales	+ 7	- 3	+ 6	+ 1	+ 1	165	179	159
Hardware:								
South Atlantic	- 2	- 1	- 2	+ 4	- 1	268	251	265
East South Central	+12	- 2	+ 6	+12	- 3	233	237	235
West South Central	+ 6	+ 3	+ 1	+ 5	+ 3	274	281	267

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

FIRST FAMILY OF SPORTS *Sealand*



UNION
HARDWARE COMPANY

Since
1854

ROLLER SKATES

Models for adults — 'teen-agers — toddlers. Union's feature gleaming Unilite — rugged construction — and smooth double roll ball-bearing wheels.



Bristol

Since
1886

GOLF CLUBS

Bristol, originator of the steel shaft, introduces Hydro-Lok its new Non-Ravel Grips — and Power Blade with Pyramid Back.



Bristol

Since
1886

FISHING RODS

For over 65 years Bristol has been the "First Name" in fishing rods. See the new Bristol rods of gleaming, translucent, green glass.



Rain-Beau

Since
1926

FISHING LINES

Rain-Beau's Glasline is the newest fishing sensation — a fly line braided of glass fibres with amazing super-honed finish.



Joseph T. Wood

Since
1873

ATHLETIC SHOES

Bowling and baseball shoes offer "foot insurance" through reinforced lining, cushion heels and Goodyear welts — nylon stitched for extra wear.

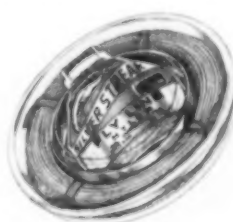


Springfield

Since
1938

BASEBALLS

Springfield baseballs and softballs, perfect spheres with perfect balance, with tough horsehide covers handstitched with 5-strand waxed thread.



SILVER STREAK

Since
1875

FISHING LINES

Silver Streak features two brand new lines — "Floater" the unsinkable line; "Big Cat" the ideal line for landing lunkers.



Joseph T. Wood

Since
1873

SKATING OUTFITS

21 redesigned and restyled complete skating outfits; stylish shoes 100% Dupont nylon stitched by Wood; blades, diamond-tested and sapphire hollow-ground, by Union.

493 Years of Experience

Sealand — the First Family of Sports — is composed of six nationally-known sporting goods manufacturers who offer you over 493 years of "know-how." All, who participate in sports, indoors and out, can find a Sealand product to use and enjoy with pride. And there's one for every member of the family: adults, 'teen-agers, juniors, even toddlers. A family of outstanding sports products for sports-minded families. You'll sell more sporting goods to more people if you buy the complete Sealand line. Write Sealand inc, Torrington, Connecticut, for full details.

Sealand inc
Torrington, Connecticut

Since 1826

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

Buy THE SPORTS BRAND MILLIONS DEMAND

SPORTS EQUIPMENT FOR ALL AGES!

UNION HARDWARE CO. • BRISTOL HORTON, INC. • RAIN-BEAU PRODUCTS CO. • THE SPRINGFIELD CO. • JOSEPH T. WOOD CO. • THE T. H. WOOD CO.

**In the socialistic attacks on the
electric-power industry we find that**



It CAN Happen Here—

By FRANK M. WILKES

President, Southwestern Gas & Electric Co.

SOON AFTER the turn of the century, a small group of English pseudo-intellectuals, infected with the doctrines of Karl Marx, formed what was known as the Fabian Society. Their purpose was to destroy England's long-time free enterprise system, and to replace it with socialism and its running mate, communism.

The society was named after a famous Roman General, Quintus Fabius, who was able to defeat the invading hordes of the Carthaginians under their great general, Hannibal, without actually meeting them in open battle, but with a policy of attacking behind their lines, cutting off their supplies and weakening them at their base.

Following a similar undercover policy of boring-from-within, the Fabian Society in the last fifty years has been undermining the great British empire, which once boasted that the sun never set on its possessions.

Soon after the forming of the Fabian Society, similar organizations were started in this country. They adopted the same kind of tactics, designed for the overthrow of our American way of life.

You may say, "It can't happen here!" But the answer is that it is happening here, and already the Fabian tactics have succeeded in undermining a considerable portion of our free enterprise system.

To realize what goes on here, one must first understand that communism and socialism are alike in their basic concept that government ownership should supplant our profit system.

Actually, government in any business is socialism; and unless the American people wake up to this simple fact, the things that made America great over

the last two hundred years will be lost in the lifetime of those now of age in this country.

The initial target for the boring-from-within tactics of the socialists and the "pinks" of this country has been the electric utility industry. Despite its outstanding performance—despite the fact that it is the only major industry furnishing a better product than was available ten, fifteen and twenty years ago and selling it for less money—the electric utility industry has become the primary object of our Fabians in a long-range campaign to do away with the private ownership of all business and industry in this country.

Government Enters the Utility Field

We might say it started as an aftermath of World War I, in the disposal of one of the Federal Government's belated war-time developments, its Muscle Shoals nitrate plant on the Tennessee River in Alabama, together with a dam and a steam electric generating plant.

Many fair offers for purchase of the property were rejected, and several bills providing for government ownership and operation were killed by Congress. But soon after the coming of the New Deal, in 1933, a new bill was introduced in Washington authorizing the completion of Muscle Shoals and providing for "flood control, navigation and for other purposes" on the Tennessee River.

From this bill, which did not claim "public power" as its principal purpose, has grown the Tennessee Valley Authority, which now dominates the economic life of the area several times as large as that contemplated in the original bill. It is now purely a

And it HAS!

No. 8 of a series on problems of business and government

power project, providing little or no flood control, or navigation. By the middle of 1956, it will be producing more than two-thirds of its total output of energy by steam power. It has completely destroyed every private electric utility company in the area served by it, and is now spreading into the Cumberland Valley over the protests of the citizens of that valley, and is endeavoring to take over more and more of the property belonging to private companies in neighboring areas.

Immediately following the passage of the Tennessee Valley Authority Act, in May 1933, Congressman John Rankin of Mississippi introduced a bill providing for nine TVAs, which would cover the entire United States, and which if it had been passed would have quickly and efficiently completed the socialization of the electric industry in this country. Congress, however, was beginning to wake up to the fact that the TVA had little or no intention of fulfilling its constitutional purposes, but was aimed directly at socialization of this country. The Rankin bill died in the committee.

In the years that followed, the Missouri Valley Authority, the Columbia Valley Authority, the Arkansas Valley Authority, and other authority bills have all met the same fate. However, efforts of socialization to destroy the industry did not stop with this rebuff. Through various relief agencies, such as the Public Works Agency, Work Progress Administration, Federal Works Agency, and other alphabetical agencies, the government proposed and in many instances made loans and grants to the states for the development of several rivers as "make-work" plans to help alleviate the depression. Several of the states



MR. WILKES has been connected with the electrical industry continuously since his graduation from the University of Kentucky in 1908, with the exception of a period of military service during World War I. In 1919, he became commercial manager of the Arkansas Power & Light Co., and ten years later he was vice-president and general manager. As president of the Southwestern Gas & Electric Co. for the last ten years, he has been one of the recognized leading spokesmen for the electric-power industry in its efforts to ward off the socialization of this great American industry.

took advantage of this offer, among them Nebraska, where the Nebraska Power Authority has now taken over all of the private electric industry in that state; and the Lower Colorado River Authority, with headquarters in Austin, Texas, where all electric utilities in nineteen counties have been taken over by the state authority. Also, this is true in the Pacific Northwest, with the development of Bonneville Power Administration, and various multiple purpose projects of the Bureau of Reclamation.

Perversion of the REA

In 1936 Congress passed what I consider one of the most constructive pieces of legislation ever placed on our statute books. This was the Rural Electrification Act of 1936. It represented a real desire on the part of Congress to assist rural areas in obtaining electric service. Its passage was not opposed by any of the electric utilities. It was very carefully drawn in the effort to eliminate any chance of perversion by the bcrers-from-within. And during the first three years of the REA, great strides were made not only in rural electrification but, also, in cooperation between the

electric utility industry and the rural electric cooperatives.

For some reason it took the American Fabians three years to realize what a potentially effective tool was at hand in the rural electrification movement. But when they did wake up, they were not long in acting. Suddenly on June 30, 1939, by presidential edict, the Rural Electrification Administration as such ceased to be a separate agency of the government. It was transferred to the Department of Agriculture and was placed in charge of men taken from other bureaus. From that time on REA was just another satellite operation for the socialization of this country, covering up its activities in this respect by legitimate and worth-while loans to rural electric cooperatives formed under the various state laws.

It was about the time REA commenced to invade the territories and activities of private electric utilities that we of the industry began to realize that there was a master plan somewhere for all these operations. After diligent search we found the blue print, and we have it in our possession today in the form of the original and photostatic copies of an article in the March 5, 1927 issue of *The New Leader* entitled "How Shall the Socialists Attack the Problem of Winning the Ultimate Abolition of the Profit System?"

The author of that article recommends to his fellow socialists that they introduce young men into government bureaus where "one good man with his eyes, ears and wits about him, inside the department . . . can do more to perfect the technique of control over industry than a hundred men outside." He goes on to summarize the various methods which had been used in the effort to gain control of the electric utility industry—recommending as most effective the setting up of power authorities such as Muscle Shoals, Boulder Dam, and on the St. Lawrence. The article closed by stating:

"Our long-time aim is the abolition of the profit system for private use. Our strategy is to make and take every opportunity to prove that it works. We must force our experts on agriculture, trusts, coal, power, subways, housing, milk, etc., to tell us correctly what the next steps are, and then take them and identify ourselves with their success."

Having discovered a copy of this blue print, we immediately went in search of the author. We found him following out his own blue print exactly. His location was in the Department of the Interior. He was, in fact, head of the Power Planning Division of that bureau.

The electric utility industry suddenly and violently woke up to the situation. We already had two strikes on us from the activities of the socialists of this country. Our natural allies, the rural electric cooperatives, had been taken over and were being exploited by the federal bureaus in Washington. Super cooperatives had been formed in 1941 to build heavy transmission lines and generating plants to serve not only electric cooperatives but every power industry. Despite wartime copper limitation orders, the REA went blithely on, duplicating our existing lines and wasting tons of the scarce metal.

Finally, the activities of the REA became the subject of a congressional investigation, as a result of which many of its top men were fired and there was a complete reorganization of this agency. Claude R. Wickard was induced to step down from the position of Secretary of Agriculture to take charge as Administrator of REA. His good name was necessary to remove the stigma left by the preceding administration.

Perversion of Flood Control

In 1944, what was known as the Omnibus Flood Control Bill of 1944 was enacted into law by Congress, providing for a sales agent for the power and energy incidentally produced at multiple purpose projects constructed by federal funds. The bill named the Secretary of the Interior as such sales agent. Obviously, this was most disturbing to the utility companies and a representative was selected to appear before the Senate Committee (the author of this article was so selected) to urge the need of suitable protection for both the private electric companies and the public.

The committee was definitely convinced of the necessity for such protection and, in reporting the bill out with a suitable amendment, made this statement:

"The committee desires an amendment which provides a convenient and practical method of disposing of power at projects under the control of the War Department without setting up a public power trust which would be unduly competitive with established private power companies."

As the bill was amended, the utility companies were well satisfied, since it apparently gave protection against willful construction of transmission lines by the Department of the Interior; against its using money derived from the sale of power and energy for any purpose except to retire the power portion of the investment in multiple purpose projects; and against the expenditure of new funds without specific appropriation by and approval of the Congress. Further, the Act was clearly so worded as to protect the industry against the acquisition by the Department of the Interior of any additional power and energy, whether produced by steam or otherwise. At least, we thought it did.

Imagine the surprise of the companies in the Southwest when in 1946 the Southwestern Power Administration submitted a so-called "Comprehensive Plan" which requested appropriation of \$223,000,000 for the construction of some 18,000 miles of high tension transmission lines, duplicating wholly or in part the high voltage lines of the private companies in the six-state Southwest Area—and, still worse, asking for the construction of 850,000 kilowatts of steam generating capacity located at various points in the Southwest Area.

Of course, the private companies immediately pointed out to the committees of Congress that this was not the intent of the Flood Control Act of 1944.

(Continued on page 56)

NEW ★ COLORFUL ★ STURDY HODELL CHAIN MERCHANDISER

***Compactly designed to help you
sell high-quality Hodell Chains
more rapidly and profitably***

Get ready to sell more chain with this eye-catching new Hodell Chain Merchandiser. Ask your jobber for it.

This modern Chain Merchandiser with its well-balanced chain assortments stops store traffic and constantly reminds your customers that you have the dependable chain they need.

The Chain Merchandiser requires less than two square feet of floor space. It is sturdily built of tubular steel and brightly finished in red and yellow enamel, and available with your own choice of two fast-selling chain assortments.

Your jobber can give you full details on the Hodell Chain Merchandiser and chain assortments . . . designed for bigger chain profits for you . . . or write directly to us for the illustrated three-color folder that contains full information.

HODELL CHAIN COMPANY

Cleveland 3, Ohio

Div. of The National Screw & Mfg. Co.



FASTENERS



HODELL CHAINS



CHESTER HOISTS



Now, bag even bigger profits

New Yale* Bulls•Eye



the Yale '53 series merchandisers
with these

Merchandisers

easy to place . . .
easier yet
to profit with!

So well received by the trade were the initial Bulls-Eye displays that Yale has decided to go all out—give you an even bigger selection of these mighty merchandisers! Like the originals, the new Bulls-Eye merchandisers are easy to place, easy to profit with! Have high visibility, bright appealing colors, handsome transparent packages and do maximum selling in a minimum of space! Ask your distributor about the extra profit in these new quick profit merchandisers, today.

The Yale & Towne Mfg. Co., Stamford, Conn.
Yale Lock and Hardware Division

*Registered in U.S. Patent Office

YALE & TOWNE



New Merchandising Idea Pays Off

Stamford, Conn.—Because of the lack of room in today's busy stores, Yale & Towne has created a new display card especially designed for maximum selling with a minimum of space. One of the many benefits of this type of merchandisers is that it allows the retailer to take greater advantage of the so-called quick-profit area near the cash register. So well received by the trade were the Bulls-Eye Merchandisers that it was decided to extend the idea to include more of this famous line of hardware.

This is your Quick-Profit Area



HARDWARE

INDUSTRY NEWS

Stanley Appoints Two Southern Representatives

THE FOLLOWING appointments of sales representatives in the field recently were announced by Carl S. Bauman, assistant general sales manager of the hardware division, The Stanley Works, New Britain, Conn.

Assigned to cover Kentucky and



Alcina

Hollfelder

West Virginia is Edward F. Alcina. A native of New Britain, Mr. Alcina came to Stanley in 1950, following his graduation from Hillyer College in 1949. Following his factory training, he spent a year working on the Stanley Rollorama, calling on the trade in the South and Midwest. He now resides in Louisville, Kentucky.

Now assisting Fred Miller in South Carolina, Georgia and Florida, is John F. Hollfelder. A native of New Britain, Mr. Hollfelder spent three years with the Army, following which he joined Stanley in 1950. He makes his home at Chamblee, Ga.

Wood Purchases Assets of Kilbourne & Jacobs

THE WOOD Shovel & Tool Co., Piqua, Ohio, announces the purchase of the physical assets and wheelbarrow production facilities, including trade name and trade

mark, of The Kilbourne & Jacobs Mfg. Co., Columbus, Ohio.

Kilbourne & Jacobs products will be added to Wood's established lines for distribution through hardware and industrial distributors. Machinery and dies of the K & J Division will be moved to the Wood plant at Piqua, and the production of all items will be scheduled to justify the booking of orders for the 1953-54 season.

Acquisition of the Wheelbarrow Division of Kilbourne & Jacobs will enable the Wood Shovel & Tool Co. to serve their distributors more advantageously with the products of Wood, Iwan Bros., Inc., Iwan, and Kilbourne & Jacobs Mfg. Co., it was announced.

Slaymaker Names Williams General Sales Manager

FRED A. WILLIAMS was named general sales manager of the Slaymaker Lock Co., Lancaster, Penn., at a recent meeting of the board of directors, according to W. Heyward Smith, executive vice-president.

Mr. Williams became associated with Slaymaker Lock Co. in 1946 as assistant sales manager. In 1948 he also became manager of industrial sales.

During World War II he served



Fred A. Williams

in the U. S. Navy under Admiral Chester Nimitz. Prior to joining the Navy, he was a public relations and publicity director for Ketchum, MacLeon and Grove, Pittsburgh.

Asphalt Group Elects Clarke Board Chairman

L. W. CLARKE, vice-president of sales of the Philip Carey Manufacturing Co., Cincinnati, has been elected chairman of the board of governors and of the executive



L. W. Clarke

committee of the Asphalt Roofing Industry Bureau, an association of 25 manufacturers of asphalt shingles and other roofing products.

W. R. Wilkinson, vice-president of sales of the Johns-Manville Corp., New York, is the new vice-chairman. E. L. Chamberlain, vice-president of sales of Bird & Son, Inc., East Walpole, Mass., is treasurer. Frank E. McNally, chairman of the board of B. F. Nelson Manufacturing Co., Minneapolis, is the fourth member of the executive committee.

Mr. Clarke, who is a graduate of the United States Naval Academy, also is a member of the board of governors of The Asbestos Cement Products Association.

Here's how to build a strong, long-lasting fence

Here's what to use for a strong, long-lasting fence

U-S-S AMERICAN FENCE

U-S-S AMERICAN BARBED WIRE

See your U-S-S Dealer for these top quality products

... American Fence and American Barbed Wire

U-S-S AMERICAN FENCE

U-S-S AMERICAN BARBED WIRE

UNITED STATES STEEL

AMERICAN FENCE
AMERICAN BARBED WIRE

UNITED STATES STEEL CORPORATION, FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

Helpful advertising wins fence customers for you

• This full page American Fence advertisement appeared in **THE PROGRESSIVE FARMER** and reached more than 1,215,000 farm homes. What's more, agricultural authorities picked it as the most attractive and effective single-color advertisement in the issue because of the practical, helpful information it contained for farmers.

The advertisement illustrates and describes, step by step, just how to erect a woven wire fence so as to get the longest possible service from the fence. And, of course, the advertisement draws attention to the outstanding

qualities of the fence sold by U-S-S Dealers, American Fence.

Helpful advertisements like these will certainly be read by your customers, and will remind them of the value of U-S-S American Fence. Capitalize on the good will won by these advertisements by displaying prominently the U-S-S Dealer Emblem, and by keeping American Fence in view as a reminder to customers who are ready to buy. In that way, American Fence Advertising will produce sales in your store.

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA



U-S-S AMERICAN FENCE

UNITED STATES STEEL

NOW! a Special

2 COMPLETE SETS OF REVERE WARE TO BOOST YOUR SALES!

These two sets make it possible for you to conduct a wonderful Gift Promotion. Each is an excellent selection of Revere Ware utensils with a Special DeLuxe Rack available only with the sets.

Sets represent an important saving to consumers with normal profit margins for you. Sell them on the time-payment plan. Each set is packed in a beautifully-styled gift carton designed to make an eye-catching display.

These new Revere Ware Gift Sets will be promoted with 4-color pages in leading national mag-

azines and on Revere's Coast-to-Coast TV Show. For direct mailing to consumers, folders in color with space for dealer imprint, and other promotion material will be available. This huge collective effort will create new business, larger sales and bigger profits for you. Here is a big opportunity, created especially for your benefit.

For complete details contact your supplier at once. Sets will be on display at the Atlantic City Housewares Show, July 13th to 17th, at Booths #506-8-10-12.



11-PURPOSE SET—Retails for

\$39⁹⁵

INCLUDES:

- 1—No. 1723 Special DeLuxe Wall Rack (10 brass hooks)
- 1—No. 1401 1-Qt. Covered Sauce Pan
- 1—No. 1403 3-Qt. Covered Sauce Pan
- 1—No. 1441 1/2 1 1/2-Qt. Covered Double Boiler
- 1—No. 1488 Breakfast Unit
- 1—No. 1450 10" Covered Skillet





Revere Ware Promotion!



"KITCHEN JEWEL" CHEST—Retails for

\$49.95

INCLUDES:

- 1—No. 1723 Special DeLuxe Wall Rack (10 brass hooks)
- 1—No. 1401 1-Qt. Covered Sauce Pan
- 1—No. 1402 2-Qt. Covered Sauce Pan
- 1—No. 1403 3-Qt. Covered Sauce Pan
- 1—No. 1446 6" Covered Skillet
- 1—No. 1450 10" Covered Skillet
- 1—No. 1424 4-Qt. Covered Sauce Pot
- 1—No. 1516 6-Cup Percolator

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, N. Y.

ROME, NEW YORK • CLINTON, ILLINOIS • RIVERSIDE, CALIFORNIA

SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION, SUNDAYS

Russ Smith to Represent Horrocks-Ibbotson

RUSS SMITH, nationally known fly and bait casting champion, is the new representative for Horrocks-Ibbotson Co. in Tennessee and Kentucky, it was announced recently by Richard H. Balch, president of the Utica, New York fishing tackle manufacturers.



Russ Smith

"Russ" has given exhibitions throughout the United States and Canada. He has defeated many leading professional casters in competition and in 1941 won first place in all eight events in the professional class of the national N.A.A.C.C. tournament.

Federal Announces New Expansion

STOCKHOLDERS of Canton Stamping & Enameling Co., Canton, Ohio, have approved the sale of the firm's assets to Federal Enameling & Stamping Co., McKees Rocks, Pa. The action was taken at a special meeting of the Canton company's stockholders, April 10. They also announced liquidation of the company will follow completion of the sale, a move which had been contemplated for some time.

The Canton firm served the enamelware industry for more than 50 years. Addition of its well-established line to Federal's operations will result in improved

service to Canton's customers, according to John J. Harding, president of Federal. Also, Federal now ships "pool cars" to every principal city in the U. S. and Canton's customers will obtain the benefits of this service.

The Federal plant at McKees Rocks is said to be the world's largest enamelware manufacturing facility. In addition to its enamelware cooking utensil line, Federal also manufactures sinks and aluminum cooking utensils, and its contract division serves refrigerator and stove manufacturers, supplying parts for their products.

Cole Named 'Ad' Chief for Olin Industries

ROBERT COLE has been named advertising and sales promotion manager for Olin Industries, Inc., it was announced recently by D. T. Marvel, Olin's Vice-President for sales. Mr. Cole will be located at the company's headquarters at East Alton, Ill. He comes to Olin from Grant Advertising, Inc.

Mr. Cole, a native of Detroit, served with the Navy during World War II and previously was with McCann-Erickson, Inc., in Cleveland and with Campbell-Ewald Co., Inc., in Detroit. He attended the Detroit University School at Grosse Point, Mich., and Brown University.

Roshirt Named to New Executive Post

ELECTION of Randolph J. Roshirt as vice-president of Aluminum Industries, Inc., Cincinnati, Ohio, has been announced by John W. Craig, President. Mr. Roshirt, who will be on Mr. Craig's staff, will be responsible for integrating the production and sales operations of the company. He also will be in charge of new product development.

Prior to joining Aluminum Industries, Mr. Roshirt was Executive Vice-President and Director

of the Bohn Aluminum & Brass Corporation, Detroit, Michigan, with which company he was associated for 34 years. From 1915 to 1919, he was with the Foundry Division of the Aluminum Company of America, in Detroit.

Mr. Roshirt graduated from Cornell University in 1914 with a degree in Chemical Engineering. He is a member of the Society of Automotive Engineers, American Chemical Society, American Ordnance Association, The Quartermaster Association, and holds a life membership in the Aluminum Association.

R. B. Lewis to Manage Wire Products Sales

RICHARD B. LEWIS, former general manager of the Westinghouse Service Center, Cleveland, Ohio, has joined the staff of Wire Products Co., Birmingham, Ala., as general sales manager, it was announced recently.



Richard B. Lewis

Mr. Lewis, former Birmingham resident, was employed by Westinghouse Corp. for the past 22 years. In his new connection with Wire Products he will supervise all company sales, most of which are centered in the southern states.

Wire Products Co. manufactures several hardware items, including broom rakes, chains, guy wires, clothes lines and a number of smaller accessories.

DELTA'S BIG "Do-It-Yourself" Summer Program MEANS ADDED SALES DOLLARS TO YOU!

Here's the Sales Story
Over 7,500,000 of Your
Potential Customers
Will Read

"... Transform that breezeway
into a delightful all-year room."

"... Make part of your vacation
pay, pay you, as you improve
your home, build summer furni-
ture, add to your house . . ."



In your community, hundreds of "Do-It-Yourself" home owners are ready . . . ready to be sold the advantages of working with the right tools . . . of working with DELTA Homecraft power tools.

The DELTASHOP Means "Big Ticket" Sales

You can sell 'em this idea: **DELTA POWER TOOLS** do all jobs easier; all jobs better. Even a beginner turns out "professional" work the first time he tries. The DELTASHOP is an easy-to-sell, big-ticket combination of four top-quality, full-scale tools . . . not attachments . . . operating on one motor. DELTASHOP, the man's appliance, fits neatly alongside the washer and dryer as well as in a basement workshop. Your customer simply rolls it outside for outdoor work.

Your Chance for Year-Round Profits, Too!

Here are big-ticket sales, boosting your usual summer slump with **BIG PROFIT** sales items. Following on the heels of your spring garden tool and lawn mower sales, DELTASHOP amounts to a big, satisfactory sale with plenty of margin for you. You don't have to sell very many DELTASHOPS to know you're really in the summer hardware business.

Sales Aids for Summer Program

To bolster your summer sales, Delta has provided point-of sale material for your store. Get the details from your hardware wholesaler's salesman . . . meantime, send the coupon below.



DELTA QUALITY MAKES THE DIFFERENCE

DELTA QUALITY POWER TOOLS

Another Product of **Rockwell**



Heavy Delta national advertising throughout the summer months—in SATURDAY EVENING POST, BETTER HOMES & GARDENS and other leading magazines—will create "do-it-yourself" customer demand to build your summer sales.

DELTA POWER TOOL DIVISION
Rockwell Manufacturing Co.
692G N. Lexington Ave., Pittsburgh 8, Pa.

Please send me—

- ☐ The Delta Homecraft Tool Catalog and full details of the Delta "do it yourself" special sales program for hardware dealers.
- ☐ The name of my nearest Delta hardware wholesaler.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

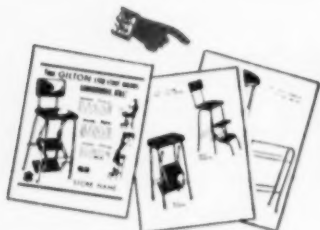
GILTON points the way to bigger sales, greater profits!

—WITH A MIGHTY NATIONAL ADVERTISING CAMPAIGN IN THESE SIX PUBLICATIONS



40 MILLION MESSAGES REACHING 150 MILLION READERS!

—WITH A "MAKES-SENSE" MERCHANDISING PROGRAM OFFERED FREE TO HELP YOU SELL!



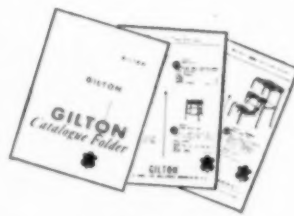
NEWSPAPER MATS



CONSUMER FOLDER



STATEMENT ENCLOSURES



CATALOG SHEETS



DISPLAY CARDS

—WITH EXCITING DESIGNS—TOP QUALITY CONSTRUCTION—POPULAR PRICES THAT HAVE MADE GILTON

THE FASTEST SELLING KITCHEN-CONVENIENCE
LINE IN HISTORY!!



S75

DELUXE sparkling chrome-plated, upholstered step stool featuring curved back and rubber-matted non-slip steps. In red, blue, yellow, green, black, and white.

List Price \$15.45*

#S70 (same without back)
List Price \$10.95*

S40

FAMOUS budget-priced, chrome-plated upholstered stool — a sure fire promotion leader! Steps fold under seat easily, securely. In red, blue, yellow, green, black, and white.

List Price \$8.95*



S45

STANDARD best-seller step stool in store after store. Chrome frame expertly finished. Comfortable plastic upholstery cleans easily, lasts a lifetime. In red, blue, yellow, green, black, and white.

List Price \$12.45*



T10

WAGON TABLE WITH SHELF is a streamlined chrome utility table on wheels that doubles as a modern serving wagon.

In red, yellow, and gray mother of pearl.

List Price \$24.95*

#T5
(same without shelf)
List Price \$17.95*



T15

DROP LEAF WAGON TABLE makes handy breakfast nook table as well. Laminated plastic top is heat and stain resistant. In red, yellow and gray mother of pearl.

List Price \$27.95*

#T20
(same with shelf)
List Price \$34.95*



BS8

BATH STOOL in gleaming chrome has a one piece hardwood seat covered in colorful plastic. In rose, peach, blue, yellow, green, black, and white.

List Price \$6.95*



R8

HIGH CHAIR has plastic upholstered built up seat and back. Chrome-plated tubular steel construction means rock-ribbed safety. In red, blue, yellow, green, and gray.

List Price \$18.95*



R7

YOUTH CHAIR means volume sales in the "too big for high chair, too small for adult chair" market. Built up, upholstered seat and back. In red, blue, yellow, green, and gray.

List Price \$10.95*



A11

HOUSE AND LAWN chair is GILTON's answer to the growing demand for outstanding aluminum summer furniture at a practical price. Weather-proof chairs stack neatly to save space. Heavy duty woven plastic webbing comes in color combinations of red and yellow, blue and yellow, or green and yellow.

List Price \$14.95*



*Prices slightly higher west of the Mississippi

FIRST SHOWING



Sensational, NEW step stool design that will rocket your volume sales!

ATLANTIC CITY

BOOTHS 821-823

HOUSEWARES SHOW

GILTON
MANUFACTURING CORPORATION



145-58th STREET, BROOKLYN 20, N. Y.

Gould to Head Dexter Lock Co. Sales

THE APPOINTMENT of Gilbert L. Gould as Vice-President in Charge of Sales has been announced by Lou M. Dexter, President, Dexter Lock Co., subsidiary of National Brass Co., Grand Rapids, Michigan.



G. L. Gould

During his 25 years with the company, Mr. Gould has served in various sales capacities. Starting as sales representative in a midwest territory, he rose to the position of assistant sales manager a few years later. In 1943 he became sales manager, a position he held until his recent appointment.

Mr. Gould will continue to direct and supervise the sale and distribution of Dexter builders' hardware products in the United States and, through Dexter subsidiaries, in Canada and Mexico.

Meyers Promoted by The Bassick Co.

WILLIAM K. Meyers, for many years regional sales manager in Chicago for The Bassick Co., Bridgeport, Conn., has been elected executive vice-president of his company. He assumed his new duties at Bridgeport June 1, according to George L. Meyer, Jr., president of Bassick and a vice-president and director of Stewart-

Warner Corp., Chicago, of which The Bassick Co. is a subsidiary. Meyers succeeds Walter F. Herold, who was named a vice-president of the parent corporation recently.

The new operating head of The Bassick Co. started with the firm in 1923 in the sales department in Bridgeport, shortly after leaving the University of Delaware. He subsequently was transferred to the Middle West, taking charge of Chicago area sales in 1930 and becoming regional manager in 1947.

Retailers to Promote "Do-It-Yourself" Trend

AN INDUSTRY-WIDE promotional campaign designed to help the independent retail hardware dealer capitalize on the "Do-It-Yourself" trend currently is in the planning stage.

The campaign, announced recently by the NRHA, will attempt to focus this trend among homeowners on the neighborhood hardware store as the logical place to seek advice and purchase supplies.

The promotional campaign is scheduled to break in consumer advertising in the fall. National magazines, newspapers and point of sale display material will be used to put over the campaign.

R. H. Fellows To Head New Wood Division

R. H. FELLOWS has been appointed Manager of Sales and Engineering of the new Kilbourne & Jacobs Division of The Wood Shovel and Tool Co., Piqua, Ohio. Under Mr. Fellows' direction, the recently acquired division will make a complete line of industrial and garden wheelbarrows, mortar pans, and mortar boxes.

Mr. Fellows has been manager of sales and engineering, and an officer of The Kilbourne & Jacobs Mfg. Co., from which Wood purchased the wheelbarrow operation. Formerly, he was Subcontract

Manager of The Jeffrey Mfg. Co., Columbus, Ohio, and he has more than twenty-five years of experience in the design, manufacture, and sales of materials handling equipment.



R. H. Fellows

Mr. Fellows will improve and standardize the K & J wheelbarrow line for Wood, and new manufacturing equipment will make the operation one of the most efficient of its kind in the country. Mr. Fellows will also spend much of his time in the field, working closely with the trade. He is accompanied to Wood by Don Gallagher who will be foreman of the new K & J Wheelbarrow Division.

The new appointments became effective June 1.

Tiefenbrunn Named to Promotional Post

VINCENT J. Tiefenbrunn has been appointed Shooting Promotion Manager for Western Winchester, J. T. Boone, Sales Manager, Arms and Ammunition Division of Olin Industries, Inc., in making the announcement, said Tiefenbrunn would make his headquarters in New Haven.

Tiefenbrunn will be assisted by H. E. Helwig at New Haven, W. A. O'Hara, Jr. and J. M. Davison at East Alton. Davison will continue to be in charge of the Shotgun Shooting Promotion activities.



It's the **SHOW**
that has
EVERYTHING!

THERE'S NOTHING IN THE WORLD Like It For BUYERS OF LAWN, GARDEN and LIGHT FARM EQUIPMENT!

Only at the NATIONAL HARDWARE SHOW can you actually See . . . Feel . . . Compare over one half mile of Lawn, Garden and Light Farm Equipment . . . in its own complete Division at the industry's greatest merchandising event.

Right before your eyes . . . under the same roof . . . over 50,000 square feet of the newest and best in Lawn, Garden and Light Farm Equipment will be displayed by more than 200 of America's best manufacturers.

Here is everything you need to capture your share of the fast growing market: new equipment, new ideas, new merchandising plans. Here, also is your best opportunity to secure new franchises on the lines you want. Join the thousands and thousands of buyers who annually attend the NATIONAL HARDWARE SHOW (34,117 in 1952) to fill their buying needs at America's great Trade Show.

You can't afford to miss the show that has everything! Fill out and mail the registration coupon. Your badge of admission, which will admit you without further registration, will be mailed to you. **DO IT NOW!**

LAWN, GARDEN and LIGHT FARM EQUIPMENT DIVISION

OCTOBER 5-6-7-8-9

Grand Central Palace, N. Y. C.



**NATIONAL
HARDWARE
SHOW**

331 MADISON AVE., NEW YORK 17,
MURRAY HILL 2-4802

HERE IS A PARTIAL LIST OF EXHIBITORS OF LAWN, GARDEN and LIGHT FARM EQUIPMENT AT THE 1953 NATIONAL HARDWARE SHOW

Aircapital Manufacturers, Inc.
Alan Plastics Corp.
Al-Ken Laboratories
S. L. Allen & Co., Inc.
American Agricultural Chem. Co.
American Chemical Paint Co.
American Extruded Products Co.
Amplex Engineering Co., Inc.
Apex Tire & Rubber Co.
Ariens Company
Atkins Saw Div., Borg-Warner Co.
Avon Mfg. Co.
John Bean Div., Food Machinery
and Chemical Corp.
Bearings & Transmissions, Inc.
Becker Products Co.
Blair Mfg. Co.
H. Boker & Co., Inc.
Bolens Products Div., FM&C Corp.
The Brem Company
Briggs & Stratton Corp.
E. F. Britten & Co., Inc.
Buch Mfg. Co.
The Campbell-Hausfeld Co.
Carlisle Mfg. Co., Inc.
Earl L. Chadwick Co.
Choremaster Div., Weber Engr.
Products, Inc.
G. C. Clark Co.
Clemson Bros., Inc.
Clinton Machine Co.
Coopersburg Handle Works
Coldwell-Phila. Mower Co. Div.,
Toro Mfg. Corp.
Colorite Plastics of N. J., Inc.
Continental Motors Corp.
G. W. Davis Corp.
Douglas Machine Products Co.
Druid Hill Park Seed Corp.
Duralast Corp.
Engman Mfg. Co.
F & W Metalcraft Mfg. Co.
Falls Products Inc.
Farm & Garden Sales, Inc.
Ferry-Morse Seed Co.
Flower Grower Magazine
Foley Mfg. Co.
Follows & Bate, Ltd.
Gardex, Inc.
General Electric Co.
George Tractor Div., Communities
Industries Assn.
Gilmore Mfg. Co.
Giz-Mow, Inc.
Glenway Products
Paul Hainke Mower Corp.
Hancock Mfg., Inc.
Handy Mfg. Co.
Herculean Appliance Corp.
Homelite Corp.
Hubbard Mfg. Co.
H. D. Hudson Mfg. Co.
Hy-Ko Products Co.
Industrial Synthetics Corp.
Inland Steel Products Co.
Integrated Supply Corp.
Jackson Mfg. Co.
Johnston Lawn Mower Corp.
Kansas City Mower Co.
Kaufman Mfg. Co.
Kent Plastics Inc.
Knickerbocker Rubber Co.
Kohler Co.
R. Kraiberg & Sons Mfg. Co.
Lambert Incorporated
The Lawson Company
Lazy Boy Mfg. Co.
The Lewis Engineering & Mfg. Co.
Lindsay Mfg. Co., Inc.
Lombard Governor Corp.
Majestic Can Corp.
Mall Tool Co.
Masters Planter Co.
The Geo. W. McGuire Co., Inc.
McHutchison & Co.
Wainor Metal Products Co., Inc.
Metalizing Engineering Co., Inc.
Michigan Peat, Inc.
Midwest Mower Corp.
Monark Silver King, Inc.
Monsanto Chemical Co.
Tom Moore Tractor, Inc.
The Moto-Mower Co.
The Mowmatic Corp., FM&C Corp.
Musgrave Mfg. Co.
Ohio Machine Products Co.
The Leonard Orman Co., Inc.
Osberg Seed Co.
Parker Products Co.
Parker Sweeper Co.
Pender Mfg. & Supply Co.
Pennsylvania Lawn Mower Div.,
American Chain & Cable Co., Inc.
The Pioneer Rubber Co.
Plastic Woven Products, Inc.
Power Products Corp.
Premier Peat Moss Corp.
Propulsion Engine Corp.,
FM&C Corp.
Quaker Rubber Corp.
Qualicast, Ltd.
Quality Molding Co.
Quick Mfg., Inc.
R. P. M. Mfg. Co.
Refecto Letters
Reo Motors, Inc.
Ride-A-Mower Co.
Robertson Div., King Pneumatic
Tool Co.
Rocklin Mfg. Co.
Roto-Hoe and Sprayer Co.
Rototiller, Inc.
Round Chain Companies
The E. T. Rugg Co.
D. B. Smith & Co., Inc.
Seymour Smith & Son, Inc.
Simplicity Mfg. Co.
The Smith-Gates Corp.
Sprayers & Nozzles, Inc.
Standard Bronze Co.
The Stanley Works
Starbrand Corp.
E. C. Stearns & Co., Inc.
Strunk Equipment Co.
Tin Plate Purchasing Co.
Universal Metal Products Co.
United States Rubber Co.
The Village Blacksmith Co.
The Vollrath Co.
Western Tool and Stamping Co.
J. Wiss & Sons Co.
Wilton Tool Mfg. Co.
Wolfcrest Products
Worcester Lawn Mower Div.,
Savage Arms Corp.

... and many more!

Registration Coupon

Save time by registering NOW. Fill in and mail this registration coupon and your admission badge will be mailed to you. Please check below if you wish us to make hotel reservations for you. (Please Print).

NAME	TITLE
FIRM	
STREET	
CITY	STATE
TYPE OF BUSINESS	

Please check below the classification of your business

☐ Wholesaler ☐ Retailer ☐ Dept. & Chain Store Buyer
☐ Importer-Exporter ☐ Mfgs' Agent ☐ Manufacturer ☐ Other
☐ Please send us your hotel reservation blank.

Minors under 18 yrs. of age will not be admitted under any circumstances



**The New
Cheney
Sales Maker
Deal!**

CHENEY Nail Holding Hammers

Now is the time to place your order for the great new Cheney Sales Maker Deal combining the outstanding hammer value with the proved sales aid display. Here's the deal:

- 8 No. 938 hammers, 16 oz.
- 2 No. 937 hammers, 20 oz.
- 2 No. 944 hammers, 18 oz.
- 1 No. 938 hammer, 16 oz., for use with display, at half price.
- 1 Sales Maker demonstrator and sign—free.

Hammers available in either bell or octagon face.

Bonus: The New Cheney Nail Chart with each order.

SALES REPRESENTATIVES
JOHN H. GILMAN & CO., INC.
New York, N. Y.
SANTFORD PROD.
Chattanooga, Tenn.



ESTD. 1928
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

WHOLESALE NEWS

Rich-Con Directors Meet in Oklahoma City

THE RICHARDS & CONOVER Hardware Co.'s Oklahoma City branch was established 47 years ago — in 1906, just one year before Oklahoma became one of the present 48 states. And this year, the Rich-Con board of directors meeting was held in Oklahoma City — the first time in history that the meeting has ever been held outside the company's headquarters in Kansas City, Mo. This meeting, on June 15, was a tribute to the progress made by the Oklahoma City house, which now has grown to the point where it has 75 house employees and 25 salesmen.

O'Neil Honored

At this recent meeting, M. E. "Mike" O'Neil was elected honorary chairman of the board of directors, in recognition of his 54 years of active service. He was for 23 years general manager of the Oklahoma City plant and was elected vice president of the company in 1941. Though he retired in 1947 he still acts in an advisory capacity.

James E. O'Neil is vice president of Richards & Conover Hardware Co., and general manager of the Oklahoma City house. Herman H. Kuehlke, at Kansas City, is president of the company.

Allison-Erwin Dispose of Industrial Division

ALLISON-ERWIN Co., hardware wholesalers of Charlotte, N. C., recently announced to the trade the complete separation of their industrial division, which, during the last decade or so, has become one of the largest Carolina distributors of industrial supplies.

For the last two years this division, though still a department of Allison-Erwin Co., has been operating under the trade name of Industrial Hardware & Supply Co.

As of June 1, 1953 the new corporation, which has been estab-

lished under the same trade name, Industrial Hardware & Supply Co., has purchased from Allison-Erwin Co. all of the industrial division's inventory, accounts receivable, furniture, fixtures, etc., and will now be operated as an entirely separate and independent company.

Arnold M. Rourke, who has been manager of Allison-Erwin's industrial division, continues with the new corporation as vice-president and general manager.

Rufus K. Allison, secretary-treasurer, during the last year, has been connected with the industrial division of Moore-Handley Hardware Co., Birmingham, Ala., and for several years previously was a member of the staff of the Southern Research Institute at Birmingham, Ala.

Belknap Names New Officers

C. R. Bottorff, president, has announced the appointment of new officers following the annual meeting of the board of directors of Belknap Hardware & Manufacturing Co., Louisville, Ky.

William R. Caskey and Mark B. Davis were elected vice presidents of the firm, while Dara E. Cross, Jr. was elected assistant treasurer, according to the announcement.

All other officers and directors were re-elected.

Appointments Announced by Peden Directors

E. H. CONNER is now executive vice president of Peden Iron & Steel Co., Houston, Texas; while A. G. Peden is now vice president and treasurer.

Previously, Mr. Conner was vice president and treasurer and Mr. Peden was vice president.

These appointments were made by the Board of Directors of the Peden Company at a meeting on May 20th.

After a quarter of a century

"...we are more convinced than ever that quality products like Pee Gee Paints and Varnishes have been responsible for our success."

THE ANDERSON McGRUFF CO., ATLANTA, GEORGIA

A. R. Anderson



In 1927

—a new store, a new business. Mr. Anderson says, "We concluded that only by offering our customers the best in merchandise could we survive and prosper."

They've done that! They have built a prosperous, sound business around continuously satisfied customers.

Isn't that the best road to success? We think so, and we invite you to look into the Pee Gee Dealership *now*. Pee Gee products have been the basis of success for hundreds of dealers throughout the South for a long, long time. *Write for details.*

PEASLEE-GAULBERT PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



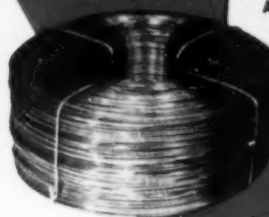


..... spiral wrapped
single loop

Reap a harvest of profits with **DIXISTEEL** Bale ties – Coiled baling wire

TRADE MARK

ASAE standard
specifications



Dixisteel Coiled Baling Wire is now available for these automatic balers:

- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

Be ready when harvest time comes. Have plenty of DIXISTEEL Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA



The store's booth at locally sponsored home show featured toys exclusively



in April, with steadily increasing tempo from then on. But in April, when our promotion got started in a mild way, it looked like a bad year. A freeze had wiped out most of the citrus trees in the Rio Grande Valley and many growers turned to cotton. But with the drouth, the cotton crop was a failure."

Promotion was not solely responsible, however, for the whopping year-end volume at the Wm. Andresen store. There were other, equally if not more important factors, and the heaviest toy stock the Andresens ever ordered was one of those factors.

"We bought toys so heavily that some orders were delivered the day before Christmas," Andresen

recalled. "But more significant, as we see it, is the fact that we did our buying very early, at a time when selections were complete.

"By combining these two factors — buying early and buying heavy — we eventually had the biggest toy stock in all of South Texas. Many other stores sold out, and then the word got

around, supplementing our promotion, that there were plenty of toys still available at Andresen's.

"As a result, we got a lot of business that other dealers could not handle. Between here and the upper end of The Valley, about 40 miles, there are approximately 75 competitors. But most of them must have exhausted their toy stocks, for we got a lot of upper Valley business and we sold more toys than the exclusive toy dealers in the territory."

Mrs. Andresen pointed out the various areas of the store, in the warehouse section of the rear and on upper shelves in front, that were filled at peak season with lay-away packages.

"The lay-away plan as we op-

erate it made a very significant contribution to our Christmas season sales record," she emphasized.

"Here, there are no hard and fast rules on lay-aways. A customer can have a package put back with no down payment, or can pay 25 cents, 50 cents, or whatever he or she chooses. Nor is there any rule that a package must be claimed by a certain date, or that payments must be made on any schedule. Furthermore, when a package is claimed, we will gift-wrap it free of charge.

"We stored lay-away packages in numerical order and as we progressed and expanded the lay-away storage, we all knew, of course, the order in which they were stored.

"For a record on each package, we used the standard lay-away tag. One portion attaches to the package, the second portion is kept for a store record, also filed numerically, and the third part of the tag constitutes the customer's claim check."

Her husband interposed with the information that this year the lay-away tags will be prepared in books, since they are much more convenient than single tags for keeping store records. He added that although all lay-aways were claimed, some remained after December 25. These, however, were claimed before January 6, which

(Continued on page 58)



Left, Ripple explains a blueprint to a customer and points out what building materials will be needed. Below, he helps a customer select a door in the company's 60 x 30 foot building supply storage shed

By B. Miller

Profits from the Handyman

WITH THE EMPHASIS on 'Do It Yourself' in the field of home repair and maintenance, an inventory of building supplies sufficient to meet the needs of the average home-owner can mean added profits for the hardware dealer.

At least that has been the experience of Ripple Supply Co., hardware dealers in Clinton, Maryland. Supplies for the home-owner interested in doing his own building and repair work, in fact, account for an annual gross volume of \$30,000. Volume has increased approximately 20 percent yearly in the six years in which the company has handled building supplies. The company attributes its gains to the home-planning service and supervision which the store offers customers who are interested in constructing their own garages and utility houses, or converting their attics and basements into clubrooms and recreation dens.

Catering only to the home-owner, Ripple Supply Co. does not find itself in competition with neighboring lumber and millwork firms whose main volume of business is with contractors and building firms. Frequently they send him customers, and just as frequently he sends them customers when his limited supplies are inadequate for a large job.

An inventory of building supplies sufficient to meet the average needs of the home handyman is bringing this hardware dealer an annual gross volume of \$30,000

"It is a real help to know something about building," said Owner J. Ellsworth Ripple, a builder with an established reputation in construction work before he went into the hardware business. "When a customer comes in with nothing more specific than the statement, 'I want to build a barn', I go out to the site with him, learn the size of the barn he needs, and determine how much he wants to spend for it.

"Then we draw up the plans and list the materials he will need. The amount of free time I spend showing him how to lay the foundation and put up the frame-

work depends on the man's ability to grasp and follow through. But I spare neither patience nor time in
(Continued on page 62)





Manager Leon Aaron, left, points out the features of a particular television set to a prospective customer

In the spacious downstairs display area, Salesman Andrew Akin helps a customer select an electric range

Their merchandising methods result in

Volume Sales of Appliances

WHAT CHANCE does a hardware dealer have of getting a substantial share of appliance sales, while competing with five other hardware and 10 miscellaneous chain stores in a small town?

According to Manager R. Leon Aaron, Hollberg Hardware Co., Griffin, Georgia, the dealer has a very good chance, provided he is willing to push his merchandise, take the time and trouble to attractively display it, and offer easy payment terms. To prove his point, Aaron last year sold 100 refrigerators in 60 days, as the result of one window promotion.

Owned and operated by Douglas Hollberg and his father, C. F. Hollberg, Sr., this company faces stiff competition in its downtown location, though Aaron has managed not only to obtain a lion's share of the town's appliance sales, but actually to surpass his competitors in sales methods and techniques.

Television sets, for example, have produced a very satisfying annual volume, despite the fact that Griffin has no television station and relies on Atlanta for its reception. Selling between 300 and 500 sets yearly, Aaron displays

them prominently—though in a very small area—at one side of the front entrance. Here, the prospective customer sees them as he enters the door, and if a set is in operation he will stop to watch it awhile. Should a set not be turned on, and the customer shows any degree of interest, one of the store's nine employees immediately will turn on one of the

Hollberg's widely-publicized \$5-down offer, promoted in local newspaper, helps account for annual volume of 300-500 TV sets

By S. N. Williams

● We Are Never Undersold ● We Are Never Undersold

HOLLBERG'S —

ADMIRAL TV - SPECIAL



**BIG 21" ADMIRAL
TELEVISION**

\$219⁹⁵

**\$5⁰⁰
DELIVERS**

FRIDAY AND SATURDAY AT

HOLLBERG HARDWARE CO.

2233 - PHONES - 4700

● We Are Never Undersold ● We Are Never Undersold



various models and point out the features of each unit.

One of the store's most effective promotions of TV sets, and one which competitors obviously are unable to meet, is the highly-advertised offer to sell, deliver, install and guarantee any model in the store for a \$5 down-payment. This offer is announced at frequent spot intervals over the local radio station, and it is carried out consistently in newspaper advertisements and interior store signs, both of which feature a large "5" to attract attention. Due to the continued promotion of this offer, the over-size figure "5" already is a familiar symbol to local residents and customers, who remember it when they develop an interest in television and wish to purchase a set with a minimum down-payment.

"We have found a good market for our line of TV sets," Aaron said. "We send out and install them directly from the store, offering the customer 90-day service without charge, plus the usual one-year guarantee on tubes and parts. In addition, we contract with an outside radio-television shop to service our sets, and this assures the customer of future trouble-free operation and efficient service should repairs be needed at a later time. Our \$5-down offer includes the installation, delivery and complete setting up of the set within the home, bringing TV within the means of every family in our area.

And surprisingly enough, we have had almost no returns. In fact, they have been far less than five percent to date."

Refrigerators, another large volume line, have shown very good response to the store's promotional efforts also, especially its effective window displays. Participating in a nationwide refrigerator sales contest last year, Hollberg Hardware won third place nationally and first place in the state of Georgia for its unique display. Co-operating with the local branch of a well-known soft drink manufacturer, Aaron and Salesman Andrew Akin built the display with one refrigerator, several cases of bottled drinks, and numerous bright sales banners and signs. They offered 12 free cases of drinks with the purchase of each refrigerator, these to be given out one case per week. "This brought the customer back into the store for 11 weeks after he had purchased the ice box and received his first case of drinks," Aaron said, stressing the importance of



Manager Leon Aaron with Owners C. F. Hollberg, Sr., and his son, Douglas Hollberg

boosting store traffic in promotional campaigns.

In addition to the \$400 prize money won for the display, the store sold 100 refrigerators within 60 days. In fact, the results were so pleasing that the display will be used again this year.

At frequent intervals, to keep the public aware of the store's wide selection of electric refrigerators, Aaron stages special sales. One used to advantage in the early spring of this year consisted of a free \$59 metal glider and chair set with the purchase of a refrigerator.

(Continued on page 66)

Dealers Report Added Increase in

THE EXTENSION of credit continues to be an important merchandising tool for a large majority of southern hardware retailers, according to the results of a survey conducted by SOUTHERN HARDWARE among 1,000 retail dealers in the 16 southern and southwestern states.

Of the dealers participating in the survey, approximately 96 percent indicated in their replies that they extend credit to customers through open accounts or installment arrangements. Results of the survey further revealed that credit business in 1952 averaged nearly 44 percent of the retailer's total annual volume.

Postwar High

This is a continuation of the upward trend noted in previous years. In 1948 credit business, on the average, accounted for 37 percent of the dealer's annual sales. By 1949 this had increased to 41 percent with the average climbing slowly but steadily in 1950 and 1951. While the 44 percent average reached in 1952 is a postwar high, it still is less than the average figure reported for prewar years. Prior to the war, credit business for the average dealer accounted for 46 percent of annual volume.

The steady increase in credit business being handled by southern hardware retailers probably reflects an increasingly competitive economy. More widespread use of credit has been a means of stimulating business when necessary.

The survey further disclosed the relatively healthy state of business in the South. Slightly more than 67 percent of the reporting dealers indicated that their credit losses in 1952 amounted to no more than one percent of total annual sales. While credit losses may have increased slightly since 1950 (in that year 70 percent reported losses of less than one percent) it can be safely assumed that in a

large majority of cases credit is being handled on a profitable basis and is being used wisely as a means of meeting competition and stimulating sales.

That the credit situation continues to be a satisfactory one, generally, is borne out by the fact that 60 percent of the dealers answering the questionnaire reported that no changes have been made that would serve to tighten credit policies. Still there were some dissenting voices. Despite the fact that losses from credit extension constitute no great problem, 32 percent of the reporting dealers indicated that credit is being closely watched and that policies have been tightened in recent years.

These several facts are highlights of the survey. Detailed summaries of the replies to each question follow.

Question No. 1 asked, *Do you extend credit to retail customers?* Slightly more than 96 percent of the reporting dealers indicated that they offer some form of extended payment. This large majority plus the fact that credit sales account for more than 43 percent of total annual volume for

the average dealer is evidence of the importance of credit business in modern hardware retailing.

The second part of this question was: *What are the terms on open accounts?* The replies to this question indicated the wide variety of plans in use. However, the most popular plan—used by about 66 percent of the reporting dealers—called for payment of the net amount within 30 days. Ten percent of the dealers answering this question allow a somewhat longer period, requiring payment of the net amount within a period of from 30 to 90 days. Eight percent require that the net amount be paid by the 10th of the month following date of purchase, while four percent merely require that the net amount be paid within a 30 to 60 day period. Another 4 percent require that purchases charged on open accounts be paid for by the end of the month. Other plans reported by dealers require payment on the 15th of the month following the date of purchase, weekly payment, "monthly" payment, etc.

The survey revealed that virtually all dealers offering credit have specific terms on open ac-

A Reader Survey

Credit selling continues to be one of the most effective merchandising tools for southern hardware retailers, 97 percent having in operation some form of credit plan. For the average dealer, credit sales account for 43 percent of annual volume. While there has been some tightening of credit policies, credit extension has been handled on a profitable basis—losses amounting to less than 1% of annual sales for the average retailer

Credit Sales

counts. Several indicated that terms are sometimes adjusted to meet the requirements of individual customers, but for the majority, some definite plan of payment is established and in operation.

Question No. 2 asked, *Is interest charged on open accounts after date due?* A large majority here—75 percent—reported that no interest is being charged. This would indicate that, despite the increase in the number of customers asking for credit, delinquent accounts pose no great problem. Since this large a majority have not found it necessary to impose a system of penalties, it would appear that for most dealers, most customers are paying their bills on schedule. This, in turn, reflects that fact that a majority of dealers are extending credit on a sound basis following adequate credit investigation.

Installment Selling

Question No. 4 was: *Do you sell on the installment plan?*

Approximately 64 percent of the dealers participating in the survey reported the operation of some form of installment arrangement. Here the replies covered such a wide range that no one could be considered predominant. Comprising the largest group, 27 percent of the dealers having installment plans encourage their customers to finance their purchases through banks or other lending agencies. Plans used by the remaining dealers are too varied in number to list completely here. However, 44 percent of the dealers answering this question require down payments of 10 percent or more.

Virtually every type of installment arrangement is being used by southern dealers. Where down payments are required, these range from 10 to 33½ percent with as long as 24 months being allowed for payment of unpaid balances.

More than 15 percent of the

dealers offering installment plans charge interest for this service in the form of carrying charges ranging from 6 to 10 percent. However, this figure probably is not a representative one, for many dealers failed to indicate use of carrying charges.

The length of time allowed for payment of balances is as varied as the number of plans in use. For the most part however, dealers allow from 12 to 18 months with extremes of up to 24 months allowed in a few instances. A number of dealers mentioned that the time allowed depended upon individual circumstances.

Replies to Question No. 5 indicated that the volume of credit business being done by southern hardware retailers is continuing to rise. This question asked, *About what percentage of your volume was represented by credit sales in 1952, 1951, and in prewar years?*

Since many dealers taking part in the survey were not in business prior to the war there was a variance in the number of replies for each of the above periods. However, there were sufficient replies for each year to establish a figure representative of the average volume of credit business handled during the particular period.

For the prewar years, the volume of credit business reported by individual dealers ranged from 10 to as high as 90 percent, the average for this period being 46 percent. Immediately after the war, a period of high production,

high wages and an easy money supply, credit sales dropped off. Credit business began to edge up again in 1949 and have continued to increase moderately every year. From a 41 percent average in 1951, the average credit volume being handled by southern hardware retailers climbed to more than 43 percent in 1952.

In the matter of collections, the results of the survey revealed that no one plan is favored by a majority of dealers. Question No. 6 asked: *What collection methods are used; and what method is found most effective?*

In their replies most dealers stressed the importance of personal contact and a large number emphasized the need of personal contact after letters, statements, etc., had failed to bring the necessary action. 43 percent of the dealers replying to this question reported that personal contact with customers was the most effective method of collection; 38 percent indicated that monthly statements are most productive, while 11 percent reported that a combination of letters, personal contact and telephone calls is most effective. 7 percent listed the use of collection agencies as the most effective method of collecting payments.

While a number of dealers expressed concern over the rise in credit volume, their answers to Question No. 7 indicated that few are finding the collection of past due accounts an insurmountable problem.

(Continued on page 68)



Extension of credit continues to be an important merchandising tool for the average southern hardware retailer. Many, like McDuff Hardware Co., Jacksonville, Fla., above, find credit selling a highly effective method of building store traffic

DO YOU REMEMBER?
how your power mower ran
when it was new? We guarantee
that we can make it operate
like new again. Bring it by or
phone 2-3301 and
up. Tenn. Tu
Broadway N.

Don't Wait 'til Spring

Don't wait until the spring rush starts
to have your power mower cleaned
and sharpened. We'll do it now, tune
and adjust the engine and return it in
the spring, ready to mow. Tune, Tune!
A Tune, 2425 Broadway, N. E. Phone
2-3301.

Promotions

IN ADDITION to producing a substantial volume from service operations alone, Parker Bros. Co. of Knoxville, Tennessee, is boosting sales of power mowers through its specialized sales division.

The division concentrates on aggressive and well-publicized service to promote the sale of new equipment. Periodic post-card reminders and newspaper advertisements are used successfully to pull

repair work into the shop, especially during slack months of the year. Owners of both hand and power mowers have responded to these appeals to bring their mowers into the shop for overhauling before the summer rush. Although the service is intended primarily for power mowers, hand mowers are checked and sharpened also, since the owner of a hand mower is considered one of the best

prospects for a power unit.

When the owner of a hand mower visits the shop, he sees the new power mowers on display, asks questions about them, and is shown how it would be to his advantage to own one.

The shop's service promotion is similar to that of an automotive shop. For example, a typical advertisement states: "We will adjust the blades, lubricate the entire mower, check and tune-up the engine. You'll be all set to go to work as soon as you're ready—no waiting."

Post-cards, which are sent to mower owners during slack months, urge customers to bring their mowers into the shop early to insure a better job before the rush.

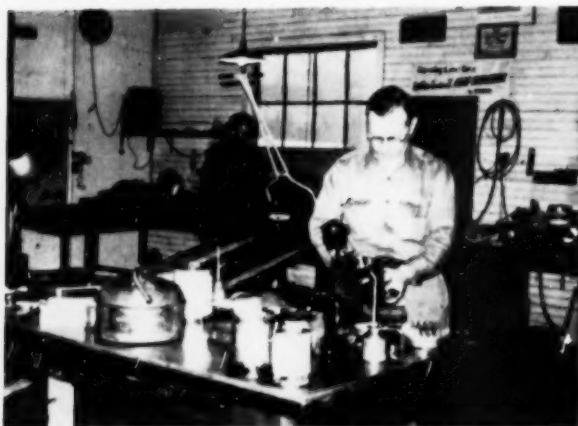
This type promotion has produced good results. For example, in January 1952 there were 14 mowers in the service department awaiting service; in January 1953 there were 110. The source of such an increase in business? Two thousand post-cards were sent out this year, with a return card attached. The store offered to pick

WINTER SERVICE SPECIAL
Don't wait 'til Spring! . . . Avoid the rush!
**LET US OVERHAUL AND SHARPEN
YOUR MOWER NOW**
PHONE 3-3301

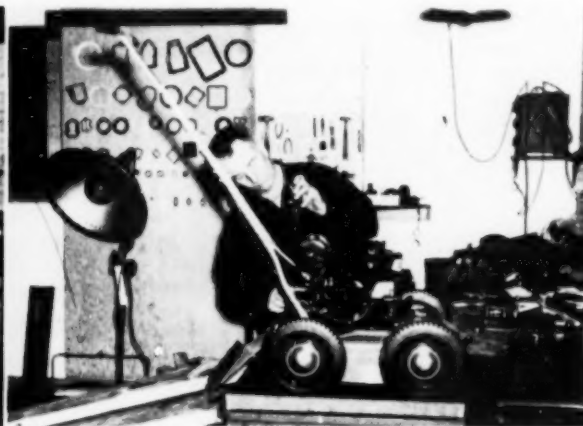


We'll adjust the blades, lubricate the entire mower, check and tune-up the engine. You'll be all set to go to work at the first sign of Spring—no waiting, no troublesome delays when our mechanics are swamped with rush orders. Just use the attached card for immediate attention. Mail it today!

Pick-up now, Service Mower and Deliver in the Spring



All tools are within easy reach in this service department. Organization saves loss of time and effort



Doc Ford takes apart small motor for thorough inspection. Inventory of parts for small engines is wide

that Pay Off in Sales!

up the mower, service it, and then deliver it in first-rate condition the early part of spring.

On the return card, the customer designated an interest in either an estimate of what it would cost to put his mower in A-1 condition, or to have it sharpened and overhauled right away. Only 21 of the cards were returned. However, most of the other customers contacted either telephoned or brought their mowers to the shop. In fact, 110 mowers were brought in, either by the service department or by the customer.

When a mower is brought to the shop, two estimates are made: one for a "patch-up" job, and the other to put the mower in first-class condition. Then the customer is contacted and given these estimates. The majority of customers request that their mowers be fully reconditioned.

The ratio of power mowers to hand units serviced is $4\frac{1}{2}$ to 1, with every job fully guaranteed.

"There is quite a trend in the direction of the institutional mower," says Robert N. Thompson, manager. "We prove that a larger

mower is the answer to many people's problems. These days it is expensive to employ someone to mow a lawn. Home-owners are becoming conscious of the savings realized from mowing their own lawns with a power mower. We give demonstrations whenever desired,

and we have our own trailer and truck for hauling mowers.

"Our's is basically a power mower repair store, with parts. We begin picking up mowers during the winter months to help reduce our spring rush. We have small engine parts for almost all well-known brands, and we handle a large mail order business in this line, keeping a perpetual inventory on each item. Also, we usually are able to send out a part on the day the order is received for it—which means a lot to a person who is being delayed in using his mower."

This department of Parker Bros. Co. was started in November, 1951, when the company saw the "need for a specialist organization in the power mower field," Thompson said.

Included in the variety of mowers sold by the department are small home-type mowers; the institutional line, including tractors and gang mowers; and larger ma-

(Continued on page 69)

YES! I'm interested in getting my lawn mower ready to do a first-class cutting job before the first mowing day next Spring. Here's what I'd like you to do:

☐ Check mower carefully and give me an estimate of what it would cost to put it in A-1 condition.

☐ Sharpen and overhaul mower right away.

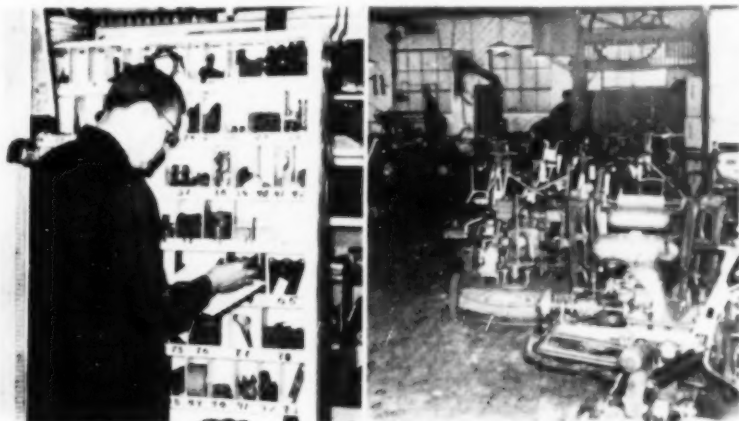
Please pick mower up at the address given below.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Return cards on which customer can designate service in which he is most interested have helped promote idea of having service requirements checked well in advance of time the unit will be needed



Robert N. Thompson, manager, left, makes spot check of parts bins. Right, mowers ready for delivery fill one side of the shop

Screen Cloth Display

saves floor space, facilitates sales

By J. L. Ferguson

DO SCREENING and hardware cloth cause an unsightly display in your store? Possibly it's all rolled together in some out-of-the-way corner, costing you numerous sales, due to lack of proper display.

For an investment of only \$50, Swinney's Hardware of Tulsa, Oklahoma, has solved this common problem. John Swinney and his partner, F. A. Tourigny, originally hung rolls of screening over horizontal bars on an upright rack. The frame, about eight feet tall, occupied almost 100 square feet of space and accommodated only 10 rolls of material. Aside from the unfavorable ratio between footage used, compared to quantity of goods displayed, the display appeared to be a mass of loose ends hanging in folds.

A stickler for getting the most out of his floor space, Swinney inspected various wholesalers' selections of display cases, but found nothing to fill his need. Therefore, he and Tourigny decided to construct their own. The result was a display table that combines simplicity, attractiveness and originality.

Measuring 6½ by 8 feet on the bottom shelf and tapering to about half that size on the topmost of the four display shelves, the table affords easy inspection of screening and hardware cloth by the customer. The features of the unit are the pairs of tracks on which each roll is placed. Made of three-quarter-inch angle iron, the tracks hold the heavy wire in place, preventing their rolling together and piling up at one end of the table. By supporting the screening off the table, they prevent scratching and marring of the painted surface. Tourigny, who built the



Measuring 6 1/2 by 8 feet on the bottom shelf and tapering to about half that size on the topmost of the four shelves, the table affords easy inspection of screening. Pairs of tracks, made of 3/4-inch angle iron provide firm base for each roll and keep each roll well separated

table, ground the tracks down on an emery wheel to remove sharp ends and burrs, to avoid snagging the screening.

Held together by 365 screws, the table was constructed of window screen moulding and 1 x 12-inch pine. Four pieces of ¾ inch pipe between each layer of the counter support the shelf above. The pipes are placed so that they fall between the pairs of tracks and thus are out of the way of the 65 rolls of wire which can be displayed when the table is filled to capacity.

Hardware cloth is displayed on the bottom and the higher shelves; screen glass on the second tier; and regular screening on the two top levels. Most of the table is filled with 30-inch rolls; however, a space was built on the bottom shelf for the shorter 24-inch rolls, which are turned perpendicular to the other stock. This permits display of five rolls of screen cloth, rather than two, in the limited space.

Clipping shears and unsightly
(Continued on page 69)

New officers of the Texas Wholesale Hardware Association, left to right seated: Gus Momsen, executive committee; C. Stanley Roberts, Jr., president, and J. E. Ziegelmeyer, executive committee. Standing: Howard Weddington, secretary-treasurer, and Charles E. Nash, executive committee. Other officers were not present when the picture was taken



Texas Wholesalers Meet

THERE IS NO cause for business fear over negotiations about a truce in Korea but, truce or no truce, selling and its obligations are getting due consideration now from those who survive through sales, according to the two principal speakers at the joint convention of the Texas Wholesale Hardware Association and the Texas Hardware Boosters club, in San Antonio, June 12 and 13.

In the one session which traditionally opens the convention and mingles wholesalers with Boosters, the speakers, H. B. Megran, president of the American Hardware Manufacturers Association and A. O. Beyer, sales manager of the Coleman company, faced a capacity audience composed of a majority of the 550 who registered.

Immediately thereafter Boosters met for their 17th brief, annual business session and election of officers, and the wholesalers, meeting for the 57th time, devoted two afternoons to executive sessions and election of officers.

During their executive deliberations wholesalers voted in two new members—the W. C. Huffaker company and the Straus-Frank company, both of San Antonio—and decided that after meeting for several years in San Antonio, next year's convention will return to Galveston. Dates will be announced later.

Charles Nash, president of the Southern Wholesale Hardware Association, thanked his Texas friends for the manner in which they entertained the joint convention of southern wholesalers and manufacturers in Dallas last April. And Megran, who shared the rostrum with Nash during the Dallas convention, followed with greetings from his association and the remarks that welcomed a possible Korean truce for what it would do for business morally.

"Many believe that war and waste make for prosperity, but that is a delusion," he contended, "for a nation's real prosperity cannot depend on the production of such goods. Actually, settlement in Korea removes one big problem, a truce will have little impact on the economy and the last shot will not be the signal for recession.

"Since 1945 we have read of and listened to forecasts of a depression and as the years went by the forecasters shifted their emphasis to the age of the boom. Now they discuss it in terms of a recession, but they may have lost sight of some highly significant factors.

"These are the huge buying power of the masses, a spectacular creation of new markets and unexpected expansion of the population, resulting from an increase in the birth rate and a decrease in the death rate.

"The population upsurge will be felt for many years for it has been the equivalent of adding a new community of 55,000 people every week."

Beyer said he had attended so far this year his usual quota of conventions and reported one marked change in topic of speakers and convention conversation, with selling getting its just consideration. In prior years, selling received an amount of attention, "but it is 100 percent this year," he added.

"There has never been a greater challenge to selling and in accepting it we must understand not just what our rights are, but our obligations as well—for we have no rights without obligations. Our obligations in selling have been ignored for years.

"What we need to do is live and help live, and you will notice I did not say live and let live. We should build men up, not tear them down, and employers should keep the door open for opportunity. We should formulate our code in accordance with high ideals and live up to it.

"Our obligation as salesmen," he continued, "is to sell our entire productive capacity, because our nation stands on the foundation of that productive capacity. We should fulfill that obligation for our own security and happiness."



Officers of the Texas Hardware Boosters Club, left to right, seated: O. F. (Joe) Torbrun, second vice president; Charles F. Lanter, president; and Warren F. Ward, first vice president. Standing: John Daring, executive committee; Earl Stafford, retiring president, and Howard Weddington who serves as secretary-treasurer

He quoted the late E. C. Simmons as having said that "a jobber's first duty is to keep his customers prosperous;" and quoted the founder of the Coleman company as specifying that "no product is sold until it is in the hands of the consumer for whom it was intended."

Fitting resolutions were adopted by the wholesalers on deaths within the ranks and those to whom the resolutions were dedicated included the late E. W. Hardin, president of the Amarillo Hardware company and Mrs. E. W. Pipkin, late wife of the current president of the Amarillo concern, George J. Groos of the Walter Tips company, Austin; and two association presidents, one by succession, who died within a period of months—David Nash of Fort Worth and E. D. Peden of Houston.

They elected to the presidency, C. Stanley Roberts, Jr., of the Roberts, Sanford and Taylor company of Sherman, who has made a substantial recovery from an attack of polio.

David Nash, Peden and Roberts had been re-elected in June, 1952, to their respective offices of president, first and second vice president and after the death of Nash last year and Peden early this year, Roberts was designated first vice president and presiding officer.

Others elected to office were Fred Heitmann, first vice president, of the F. W. Heitmann com-

pany, Houston; Joe Wood, second vice president, of the Corpus Christi Hardware company. Howard Weddington of Dallas is secretary-treasurer.

The new executive committee is headed by Charles Nash as chairman, with Heitmann, Wood and J. E. Ziegelmeyer, Huey and Philp, Dallas; Gus Momsen, Momsen Dunnegan Ryan company, El Paso; Ganahl Walker, Builders Supply company, San Antonio and Tom A. Clark, Jr., Buhrman-Pharr Hardware company, Texarkana, Ark.

Although wholesalers customarily call upon their officers through re-election to serve two years, the same practice was abandoned after 1939 by the Texas Hardware Boosters club, whose members elect officers annually and, usually, follow the advancement pattern. However, Charles W. McKnight, first vice president, of Dallas, is hampered by ill health and boosters advanced from second vice president to president, Charles F. Lanter of Fort Worth. He succeeds C. Earl Stafford of San Antonio.

First and second vice presidents are, respectively, Warren F. Ward of Dallas and O. F. (Joe) Torbrun of Austin. Howard Weddington also serves the Boosters as secretary-treasurer.

The executive committee, headed by John C. Daring of Dallas as chairman, consists of the three ranking officers and Scott A. Poage of Waco, Hubert Groves, Clyde Holley and Weddington, all of Dallas.

Past President Stafford moves into chairmanship of the advisory board with the following members: Ed M. Luther, Paul Speaker, Jr., Frank Jordan and W. B. Hoofstiller, all of Dallas; Forrest Johnson of Oklahoma City and Conrad Goldstholm, of Atlanta, Ga.

During the convention, Booster past presidents organized a Past Presidents' club, with the three men who held the top office in the first three years of the Booster organization as officers of the new
(Continued on page 69)



Members of the newly formed Past Presidents' club are, seated, left to right: M. G. Lipscomb, W. E. Love, J. Frank Boxwell, Fred C. Buck. Standing, M. E. Reid, Paul H. Speaker, Jr., Harry A. Taylor, Paul H. Bowen and Edwin M. Luther. Six past presidents not shown are Lowell S. Pickup, Dan M. Bell, Frank D. Winslow, L. D. Kelly, Jr., Dewey Godfrey and C. B. Hasford

Effective display for Minnow Buckets

By Baron Creager

MINNOW BUCKETS actually sell themselves in many instances from a compact display that holds 13 such items, yet occupies a circular space only a little more than 15 inches in diameter at the floor, in the Lindop Hardware and Paint store in Dallas, Texas.

And this display fixture was put together from materials that were available around the store, as a result of a complaint voiced by Owner R. H. Lindop that the minnow buckets took up too much room.

"I don't see why we couldn't have a better minnow bucket display of some sort," Lindop grumbled one day to Earl Berendzen, salesman and buyer.

"The way those minnow buckets are strung out around the store," Lindop continued, "they take up entirely too much space. It seems to me that by this time some manufacturer or somebody would have thought of a good way to display those buckets."

Berendzen agreed that the minnow bucket display of the store could be improved upon. The Lindop complaint began turning over in the salesman's mind and soon he set about to build a display that he had conceived.

He made a base of a circular piece of Masonite, 15 inches in diameter. This measurement was decided upon because he had found in storage the discarded



This compact display, built entirely from materials available in the store, holds 13 buckets

tops of two trash burners. The trash-burner tops were 15 inches in diameter and Berendzen found that they would each nest four minnow buckets.

He took two sections of four by four, cut to the proper length, then he assembled the base and the two trash-burner tops as shown in the photograph, one long bolt holding the display together when run from top to bottom through the four by four. The entire display fixture was then painted white.

Lindop and Berendzen say that in addition to making a compact display and getting all models of minnow buckets together, the merchandise and the fixture can easily be moved about the store. Although it is usually located near the sporting goods displays, it is often necessary to move the bucket display, which can be done without the sensation of clumsiness that goes with attempting to move a number of such buckets by hand or arm-load.

"It also makes the minnow buckets entirely accessible to customers," Lindop commented, "for as a rule, minnow buckets are displayed up out of the way—and out of reach of customers, too."

"Here, a customer may pick up the minnow bucket of his choice, or all of them, one by one, open them, examine them and see the prices."

"The display actually puts min-
(Continued on page 69)



Owner R. H. Lindop removes two buckets to reveal the simple construction features of display. Note that shelves are trash-burner tops

It CAN Happen Here—And It HAS!

(Continued from page 26)

Congress was sympathetic to our position and denied any money for steam plants—though a small appropriation was made to tie Norfolk Dam, on the Norfolk River in Northern Arkansas, to Denison Dam on the Red River.

In subsequent years the Department of the Interior (Southwestern Power Administration) again and again made application to the Congress for funds to build transmission lines in the Southwest, but no funds were forthcoming.

However, it became evident in time that the Blue Print Maker had worked out a new plan to circumvent the will of Congress. The Rural Electrification Act of 1936 set up a blank check to the credit of the Administrator for the purpose of making loans for rural electrification purposes to bring "electric service to persons in rural areas not receiving central station service." No further action by Congress was required to make this money available for construction of generating stations, transmission lines, etc. And of the total appropriations under the Act up to 1951, more than a billion dollars remained, subject to the whims of the Administrator of the REA.

Under the Flood Control Act of 1944, the Department of the Interior had been forbidden any sums for the construction of generating plants and had been denied the right to construct transmission lines at any points where there were existing utilities. But under a new "continuing fund" authorization (set up for "use in emergencies and to provide for continuity of service and to provide for payments for rental of transmission lines and purchase of electric service") the Department of the Interior (SPA) and the Department of Agriculture (REA) got together and not only planned but contracted for three generating plants in Missouri, one in Oklahoma and one in Arkansas, whereby super cooperatives or G&T cooperatives were formed with three or more distribution cooperatives as members. Similar plants for the entire country were placed in the planning stage.

These super cooperatives would borrow money, ranging from \$10,000,000 to \$20,000,000 each, for the purpose of constructing a steam generating plant and several thousand miles of high tension transmission lines. It was provided that Interior (SPA) would purchase the power under a 40-year contract; and at the end of the contract SPA would own the transmission lines by payment of \$10.

Space does not permit of giving all the frightening details of the plan. Suffice to say that, once the operation had been started, it would not be necessary for the Department of the Interior to ever come back to Congress for an appropriation, and generating plants and transmission lines could be constructed all over the United States by the REA and the output of the plants and, ultimately, the transmission lines, sold to the Department of Interior. Had this scheme prevailed, it could easily have resulted in the destruction of the entire electric utility industry.

Legal action was brought by the utility companies

in the Southwest to ward off their threatened destruction. In one case the ten companies in Missouri brought suit in the District Court of the District of Columbia to nullify the contracts entered into between SPA and REA and the G&T cooperatives. (As this is written, the case is now awaiting decision by that Court). In another case, four companies serving Arkansas intervened to request denial of a certificate which the super cooperative would require from the Arkansas Public Service Commission before starting construction of either generating plant or transmission lines. The Commission's two-to-one decision to grant the certificate was carried through the courts; and finally, in a decision rendered by the Arkansas Supreme Court on March 30, 1953, the case was closed in favor of the utility companies and the alliance between Interior and REA was outlawed.

During the period while these cases were pending, negotiations were entered into between SPA and some of the companies in the Southwest, resulting in two contracts for the purchase of a portion of the power produced at multiple purpose projects by private companies. A third contract which had been negotiated between SPA and a group of twelve companies, covering all the remaining area of the Southwest, went to the Secretary of the Interior on January 11, 1952; and on January 19, 1953, more than a year later and just one day before the inauguration, the Secretary returned the contract to the Administrator of SPA with an attack on all its provisions.

There is now a general feeling that under the new administration there will be an opportunity to work out an honest, practical solution of the public power-private power feud, not only in the Southwest but all over the United States—to the benefit of the rural electric cooperatives, to the private electric utility companies, their customers and stockholders, and above all, to the relief of the American taxpayer.

Negotiations are now being resumed between the Department and its Administrator, on the one hand, and the companies in the Southwest, on the other, which have great promise. It is hoped that a solution of the problem will be accomplished very quickly, probably by late summer or early fall.

In a bill he introduced last February for the creation of "A Commission to Study Government Competition with Private Taxpaying Enterprise," Congressman Fred E. Busbey named forty federal agencies which are more or less involved in competition with private industry. His statement included a quotation from a speech delivered by Senator Benjamin Harvey Hill before the Senate on March 27, 1878, which said in part:

"I do not dread these (private) corporations as instruments of power to destroy this country because there are a thousand agencies which can regulate, restrain and control them. But there is a corporation we may all dread. That corporation is the Federal Government. From the aggression of this corporation there can be no safety, if it is allowed to go beyond the bounds, the well defined limits of its power."

America has gone far to the left toward government ownership. Let us hope and pray that it is not too late for us to return to the principles of our fathers.



ACCO

DOG CHAINS

and Dog Chain Assortments

Dogs Are Friends of Yours

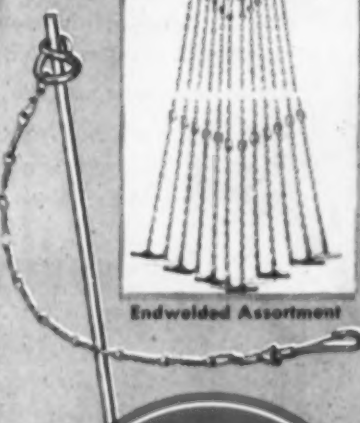
• Man's best friend is also a good friend of the hardware dealer because he promotes sales of dog chains. Dog leads have always been a good seller. And now there's a new item that's growing fast in popularity—the ACCO Spiraloc Dog Stake Chains.

This new ACCO Spiraloc Stake Chain (in 6' and 9' lengths) gives the dog freedom of movement and allows the owner to move him around frequently. The $\frac{3}{8}$ " x 15" stake holds well in the ground and the free-swiveling S-hook and snap keep chain from tangling. Spiral-twisted links are smooth and have a bright zinc finish.

ACCO Dog Leads come in a variety of types, some with plastic handles, all with easy to operate swiveling snaps. Several types are available on attractive metal hangers which you can hang up in your store.

*You'll sell plenty of ACCO Dog Chains if you display them.
Order at once from your AMERICAN CHAIN wholesaler,
or write our York, Pa., office for information.*

Spiraloc
Dog Stake
Chains



Endwelded Assortment

ACCO



TRADE
MARK

AMERICAN CHAIN DIVISION AMERICAN CHAIN & CABLE

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

American Chain

FIRST IN THE LONG RUN...



• From start to finish . . . from bale of cotton to finished product — Gold Medal Quality Seine Twine has performance built into it that puts it first in the field—and keeps it there.

Production-controlled every step of the way, this favorite twine of fishermen gives long, satisfactory service . . . gives value beyond original cost.

Ask the man who uses it!

Also available is our **NYLON FILAMENT SEINE TWINE** which is gaining in popularity with fishermen everywhere.



Profits from Summer and Fall Promotions

(Continued from page 44)

is traditional Christmas in Mexico. And although some Mexicans and even some Latin-Americans still observe January 6, it is losing ground fast to the December 25 date.

Other dealers in the Valley point out that the Andresens had the advantage of drawing on Brownsville's 40,000 population, plus the 65,000 population of Matamoros, separated from Brownsville only by the international boundary. This is true, but it is also true that the Andresen stock and the store promotion attracted hundreds of customers from a distance of 40 and more miles.

Many of these came to look and buy, and came again because of the mass display, and because they were imbued with the enthusiasm and holiday spirit of young toy salesmen, working after school at Andresen's.

"We used five high school students," explained Mrs. Andresen, "and we believe those youngsters were the best toy salesmen we possibly could have found.

"They loved it. They were so enthusiastic. They were more patient and understanding with little children and delighted in showing the workings of a doll or a toy to some fascinated tot.

"One boy in particular, who was put in charge of the electric trains and equipment, was a star. He got such a kick out of running the trains, backing them up, switching them and all that. He enjoyed it so much himself that it was a show to watch him, and many came back time and again to see him operate the trains. But he sold trains, too."

April is a bit early to begin mentioning Christmas, in the opinion of the Andresens, but not too early to launch some subtle promotion that can be snowballed into a dominant, seasonal campaign. So they started in April, sponsoring road games of the Brownsville professional baseball club. In commercials at that time there was repeated mention of the 8,000 items to choose from at Andresen's, and at that time, too, there was emphasis on the Andresen lay-away plan, with sufficient details to plant the idea with future customers.

This continued for three months, without much business resulting,

Whether they're hunting



shooters want POWER!

*and for **POWER...**
recommend **PETERS "High Velocity"***

**BACKED BY POWERFUL NATIONAL ADVERTISING
IN THE MAGAZINES THAT REACH YOUR CUSTOMERS**

No matter what kind of hunting your customers prefer, you can feel confident recommending Peters ammunition to them. Peters has the smashing power hunters want for every kind of game.

You won't have to "sell" either, for more and more shooters are asking for Peters "High Velocity." The biggest advertising program in Peters history is under way—aimed at your customers. That means more sales for you. So, be ready with a full stock of the entire Peters line. Remember, in sales—as in the gun—there's no more powerful ammunition in the world than Peters "High Velocity."



PETERS *sales* packs the **power**



PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.

SOUTHERN HARDWARE for JULY, 1953

59

You can't handle a better line of bolts

HERE'S WHY... 1. Circle **B** bolts are made from high quality selected steel by the most modern methods and machines. 2. Circle **B** bolts are packed in clearly-labeled, sturdy corrugated board containers that simplify your handling and stocking. 3. Circle **B** bolts are concisely cataloged in a useable book that makes specifying and ordering easier, faster and more efficient. In addition, this complete line of quality fasteners, with all the *plus* features, is no higher than ordinary bolts alone.



BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

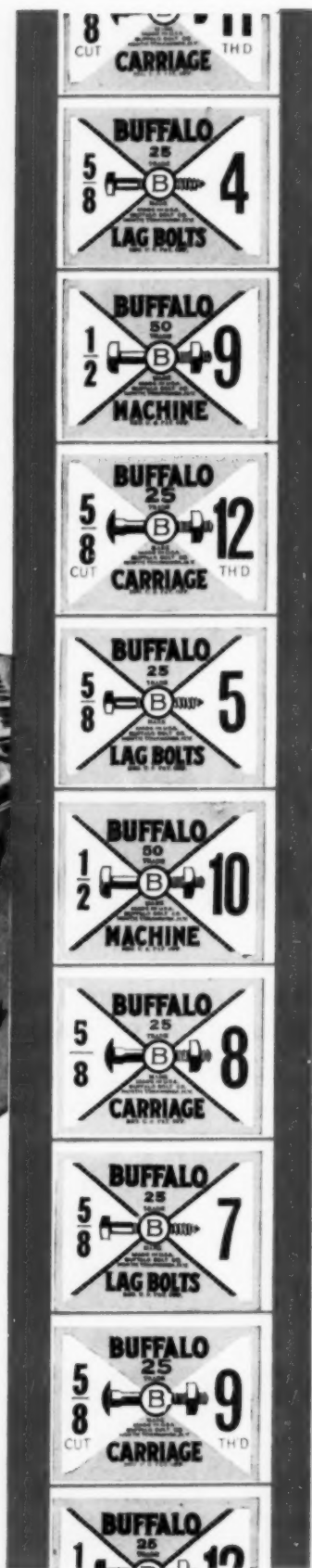
Sales Offices in Principal Cities

PRODUCERS OF CIRCLE **B** PRODUCTS

BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



NUMBER 51 identifies the latest catalog available. If you don't have a copy, we'll gladly send you one upon request.



nor much expectation, either. But in July the first shipment of Christmas toy goods arrived, at the height of a blistering South Texas summer, and thereupon the Andresens began putting back the slow-moving merchandise, replacing it with toys and other Christmas goods. And as orders were delivered thereafter more slow-movers disappeared, until a space 25 by 40 feet, or 1,000 square feet of display space was filled with toys. This is almost one-fourth of the 4,250 square feet available on the Andresen sales floor.

In July the lay-away trickle that grew to a torrent began. In September a second radio station was added, this one with 15 minutes of news. In October the third station, one over the line in Mexico, joined in the promotion effort, and Andresen was on three stations. Football was featured at this season and the air was filled with Andresen spots, yet that was not enough. In October, too, a one-minute television program went on the air, once a week. With all this, and newspaper display advertising in addition, the Andresen message thundered on through the weeks to Christmas.

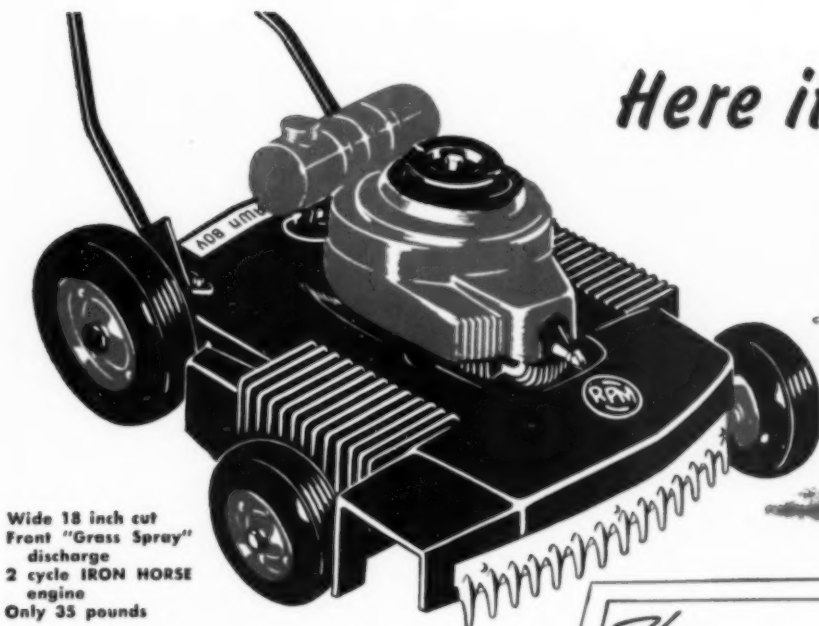
"One minute of TV may not sound like much," Andresen suggested, "but it is. You'd be surprised how much of the store that camera can show in one minute. And you also would be surprised by the number of people who came in and asked for some specific item. They had seen it in our one-minute television program!"

"Then there was another activity that paid off, when we bought three booths in the first Brownsville home show. That was the week before Thanksgiving, and we filled our space with toys and passed out our toy and gift catalogs. Before that, on October 15, we began general distribution of our toy catalogs and circulated 6,000 of these."

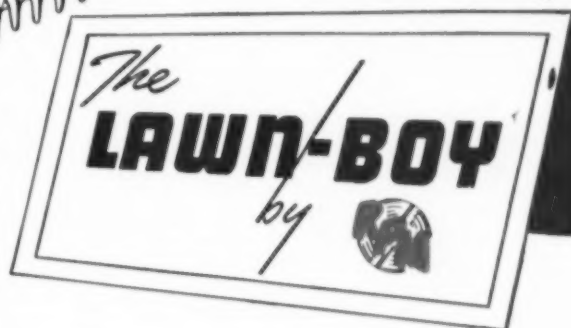
This year the Andresens plan to distribute twice as many catalogs, 13,000 to be exact. Before this is published, most of their toys will have been bought and perhaps some of them delivered. The toy stock for the season will be bigger and broader, too.

Why not? This toy business is big business at Andresen's. Having toyed with toys over the years, each year a little heavier, they know all the angles now—when and how to buy, when and how to promote, how to merchandise.

Here it is!



Wide 18 inch cut
Front "Grass Spray"
discharge
2 cycle IRON HORSE
engine
Only 35 pounds



RPM Manufacturing Company, the world's largest manufacturer of rotary power mowers, presents America's newest lawn mower . . . the LAWN-BOY by RPM. Here's the one mower that offers your customers more new features than any other mower; backed up by the largest, most powerful promotional campaigns that ever introduced any mower. The LAWN-BOY's your guarantee of a trouble-free, priced-right lawn mower . . . designed for profit-building sales appeal.

America's Most Modern Lawnmower

CHECK THESE FEATURES

CONTOUR CUT...the feature that checks scalping. The LAWN-BOY's cutting blade is automatically guided by the wheel placement design. Here's the mower that won't scalp.

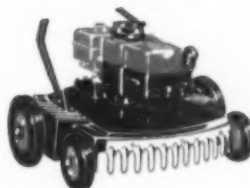
SIMPLE, uncomplicated . . . the LAWN-BOY's direct drive gives trouble-free simplicity of operation. No belts to adjust, no chains to snap.

GRASS SPRAY . . . here's the feature that assures full cutting power. Grass clippings can't back up in the discharge chute. What's more, this feature eliminates long rows of clippings.

LIGHTWEIGHT . . . all aluminum alloy construction gives a magic, featherweight ease of handling, bound to appeal to every customer.

CLOSER TRIM . . . the LAWN-BOY trims as close as 3/8 inch . . . right up against walls, bushes or fences. Saves hours of time spent in trimming or edging.

- BALANCED WEIGHT DISTRIBUTION
- THE LARGEST MUFFLER AREA ON ANY MOWER
- COMPLETELY SHIELDED, EXTRA-SAFE CUTTING BLADE



21 inch cut
Rear "Grass Spray"
discharge
4 cycle engine

AS ADVERTISED IN...



Styling by Brooks Stevens, ONE OF THE COUNTRY'S OUTSTANDING INDUSTRIAL DESIGNERS



WORLD'S LARGEST MANUFACTURER OF ROTARY POWER MOWERS
Available through hardware jobbers and distributors

RPM MANUFACTURING COMPANY

A Subsidiary of Outboard, Marine & Manufacturing Company

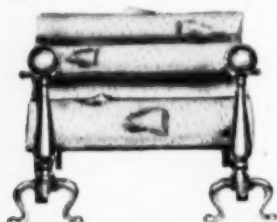
LAMAR, MISSOURI

Also Manufactured in Canada by OUTBOARD, MARINE & MANUFACTURING CO., of Canada, Ltd. Peterborough, Canada

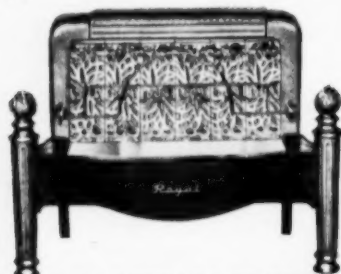
ROYAL for
Fastest Sales!
Most Profits!



GAS CIRCULATORS (vented and unvented)—with and without radiants. In all popular sizes and designs - - - Exactly what your customers want - - - at the price they want to pay.



GAS LOGS—most beautiful on the market—a real sales winner. Oak in 20" and 24". Birch in 20" and 26".



CLAY BACKWALL HEATERS—Sizes and styles to suit every preference and purse.

FIREPLACE FURNISHINGS—Complete line in all price ranges. Write for catalog.

CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY
 CHATTANOOGA 6, TENNESSEE

Space 1119-A, Merchandise Mart, Chicago

And they know now that in the face of crop failures and a weak consumer economy, they can overcome the near-disaster of a bad first six months of the year and end up with a good year on approximately four months of concentrated merchandising.

They have proved that this can be done with toys.

Profits from the Handyman

(Continued from page 45)

helping him get the best results for as little money as possible."

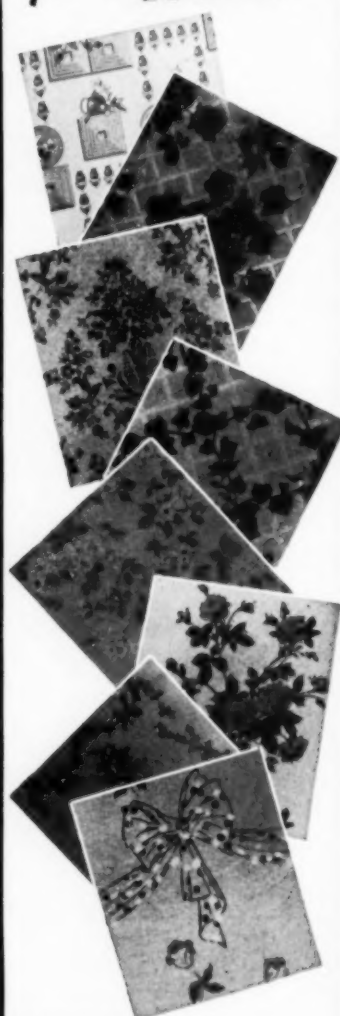
For example, Ripple recently supervised construction of a one-car garage. Instead of using stucco, he pointed out that waterproofing material was less expensive and served the same purpose. He sold the customer \$350 worth of cinder blocks, roofing and doors, saving him almost 55 percent on labor.

The company's 60 x 30 building supply storage shed is stocked with supplies of all kinds, including roofing, finish lumber, paneling, shelving, trim, moldings in fir and white pine, insulating materials, plywood, wallboard, and nails. An additional 20 x 40 shed takes care of drain tile, screen doors, storm doors, builders felt, asphalt, galvanized gutter and steel angles.

Wide experience has prepared Ripple for a variety of problems which customers present. Recently he was approached by a farmer who wanted a sidehill barn with steel skeleton construction. Looking over the site, learning the kind of construction the farmer had in mind, Ripple drew up plans and listed materials. The first story was to be of cinder blocks, the second of framework in heavy planking. Building materials for the 40 x 120 barn, with steel roof and all electrical equipment, bought from Ripple Supply Co., amounted to \$2000.

When a customer runs into difficulty while building, Ripple responds to telephone calls with a personal visit to the building site. Otherwise, he visits the project from time to time to see how construction is progressing.

Ripple Supply Co. offers a special service of glazing the inserts for steel basement sash, charging the customer only for the price of materials. Putty and glaze



MORE PROFITS . . .
. . . MORE CUSTOMERS

Stock all these Wallrite designs.

Write for FREE
 Advertising Material

Wallrite

DECORATED
 BUILDING PAPER

FLEMING & SONS, Inc.
 DALLAS, TEXAS

WHAT'S BOOSTING BOKER TREE BRAND?

1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

Four profit-packed reasons why you should stock up on BOKER Tree Brand Cutlery immediately: Quality, markup, and retail pricing that work to your advantage PLUS National Advertising in the Saturday Evening Post, that brings them in asking for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



POULTRY SHEARS

Full mirror polished stainless steel; no-slip knurled handles. Cuts bones and meat with equal ease. Fast-moving gift item.



**EASY
PINKING SHEARS**

Removable hollow-ground precision steel blades, Duraluminum handles. Lightweight, comfort-designed; sell the moment customers pick them up.



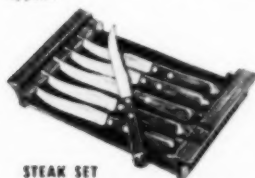
**3-PIECE
SCISSOR SET**

7" light trimmers, 5" sewing scissors, 3½" embroidery scissors, all three pieces nickelplated. Handsome genuine leather case. Great "woman appeal."



POCKET KNIVES

Sell them once and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



STEAK SET

Hollow-ground blades of stainless steel. Pakkawood handles; serrated cutting edge. Women buy them on sight.

A
The Saturday Evening
POST
Recognized
Value



Ask your jobber to show you the
BOKER TREE BRAND LINE
Catalogs Available on Request

H. BOKER & CO., INC.

ESTABLISHED 1837

101 Duane Street New York 7, N. Y.

AROUND the FARM...



BETTIS
Everlite

Gray Plastic Pipe Answers Every Cold Water Need

Flexible Bettis Everlite is taking the lead in making the modern farm more efficient and productive. Made entirely of virgin polyethylene, it will last longer and withstand greater pressures than pipe of reprocessed material. Its long length and light weight make it easy for the farmer himself to install. Insist on EVERLITE!

IDEAL FOR:

Jet Pumps
Wells
Irrigation
Land Drainage
Watering Livestock

Rot, Rust and Corrosion PROOF
Lightweight - Durable

BETTIS CORPORATION

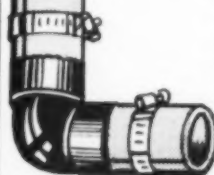
P. O. Drawer 9365

Houston 11, Texas

Telephone YUkon 5401

Write for Literature Today

BETTIS CORPORATION, Dept. SH2
P. O. Drawer 9365
Houston 11, Texas
Please send me free literature about Bettis Everlite.
NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____



Life without a BOLT BAR...



"EENY, MEENY, MINY..."

Here's Carrie Confusion making a "scientific" choice of fasteners. It seems that she knows JUST what she wants but

Harried Harry, our Hardware Hero, is having a tough time figuring it out. So, he brings out a handful of assorted nuts, bolts and screws hoping to hit on a fist full of satisfaction.

This hit and miss system is now obsolete because the

Bolt Bar answers Carrie's questions. It displays 106 of the most popular carriage, machine, lag and stove bolt sizes. Color illustrations, bolt gauge, price tickets and carry-home bags help Carrie Confusion help herself.

Write today for complete information on this beautiful addition to your store.

The LAMSON & SESSIONS Co.

1971 West 85th Street
Cleveland 2, Ohio

Plants at Cleveland and Kent, Ohio
Birmingham • Chicago



106 most popular sizes

The modern way to sell bolts and nuts

that go into sashes used in these masonry walls costs approximately \$1.50 per window. However, the service is offered, whether building materials are bought at Ripple's or elsewhere.

"We usually have about 100 sashes stacked up to be glazed during our spare time; however, we spend about two hours a day on this service," said Ripple, who regards the service as another goodwill builder for the company.

Ripple Supply Co. promotes building supplies along with hardware items weekly in the local newspaper. Four times a year a mailing of 500 pieces are sent to customers in a 10 square mile area, promoting such items as fir framing, plywood or builders hardware. In the spring, spot radio announcements report on the building materials available at the store.

To the hardware dealer who may be considering adding building supplies, Ripple recommends that he first learn something about building, or employ personnel familiar with it.

"If it is possible, attend a trade school night course on building and blueprint preparation, and read textbooks on building preliminary to introducing building supplies into your store," he recommended, adding that a study of the neighborhood's needs, amount of competition, etc. through contractors in the area was essential also.

"I would approach the plan cautiously and at first carry only those materials most commonly needed, like 2 x 4, 1 x 12 shelving and plywood. If volume appears to be increasing and you find yourself getting a foothold in the building volume of the area, then add 2 x 6, 2 x 8, 2 x 10, 2 x 12. The best preparation, of course, is actual experience, for which there is no substitute. But a hardware dealer can learn much by working with local builders and contractors. Moreover, it is essential to have a knowledge of trade and technical names, in order to sell a customer the item he needs."

Appliance Sales

(Continued from page 47)

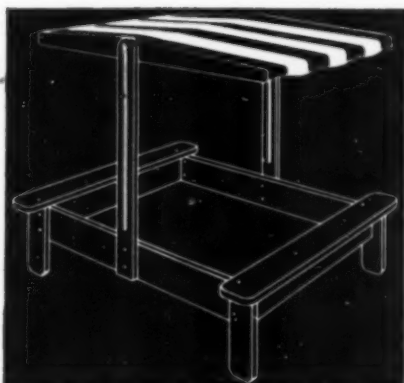
This not only sold ice boxes, but attracted prospective customers for glider sets.

Easy payment terms have prov-

Flite-Master Sandbox

DX 36
36" x 36"
DX 48
36" x 48"
DX 60
36" x 60"

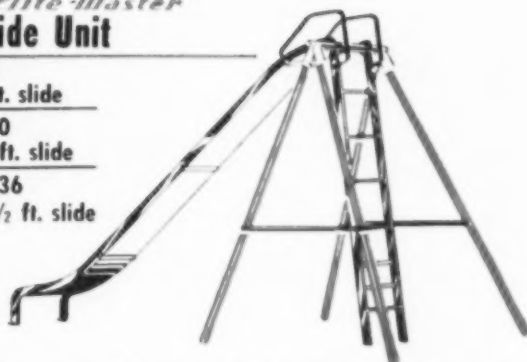
OVERALL DIMENSIONS



The Sandbox comes in three sizes and is constructed of selected woods, and has a bottom of ARMCO steel. It is finished in bright yellow and green outdoor enamel, with a vari-colored awning top. All bolts and screws are zinc plated.

Flite-Master Slide Unit

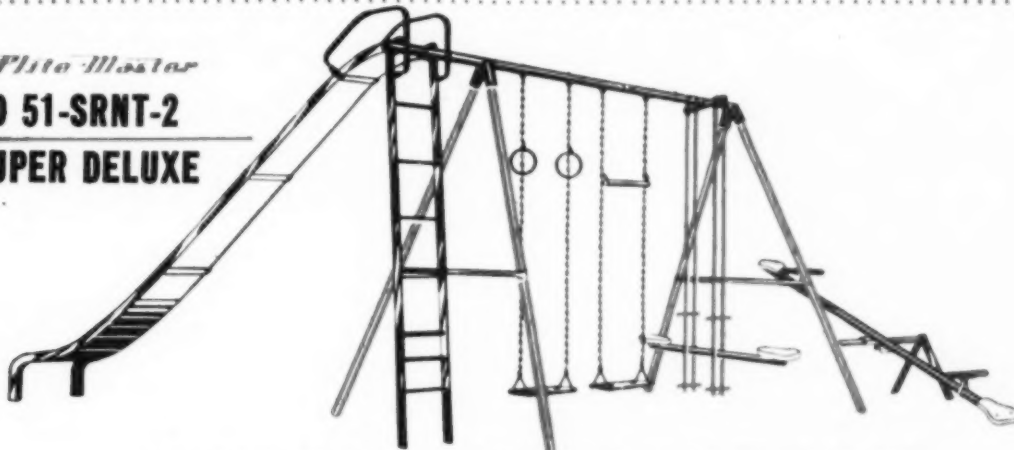
S-8
8 ft. slide
S-10
10 ft. slide
S-136
13 1/2 ft. slide



The longest, sturdiest and the only all-welded steel slide on the market; features a slide bed of ARMCO ZINCGRIP, framework and ladder of heavy steel. Available in three sizes—8 ft., 10 ft., and 13 1/2 ft. lengths.

Flite-Master

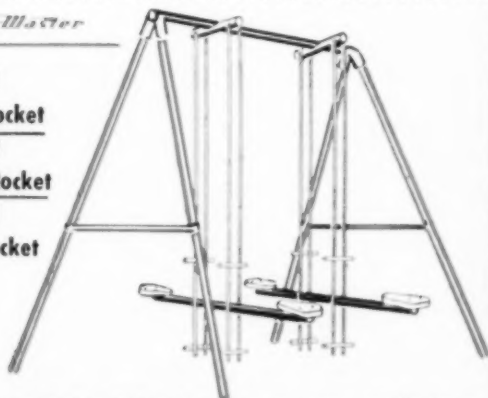
FD 51-SRNT-2 SUPER DELUXE



Illustrated is the "Flite-Master Super Deluxe," the only complete play unit of its kind on the market. Flite-Master comes in many models with various combinations of play activities. Buy Flite-Master, America's No. 1 Gym.

Flite-Master

3601-R1
Single Rocket
3602-R2
Double Rocket
3603-R3
Triple Rocket



Flite-Master Rocket Glider Sets have the same sturdy frame, with welded sleeve and welded top cross bar, as the Flite-Master Rocket Gyms. They are designed in single, double, and triple units.

Sold through Wholesalers Exclusively

Flite-Master

Playtime Table 7436

WIDTH—40 in.
SEAT LENGTH—
36 in.
HEIGHT OF
TABLE—26 in.
OVERALL HEIGHT
OF CANOPY—
58 in.



Another Flite-Master sensation—the Playtime outdoor table. A beautiful, usable decoration for the yard. Sturdy Flite-Master construction—striking yellow and green outdoor enamel—with an adjustable vari-colored canopy.

Write for Free Colorful Catalogue

CONSOLIDATED METAL PRODUCTS COMPANY
424 E. PEARL STREET · CINCINNATI 2, OHIO



Be profit-wise—sell Keystone Insect Wire Screening and build lasting satisfaction and goodwill among your customers! You'll find it's easy to sell Keystone Wire Screening in today's big market for new and replacement work. Keystone quality is carefully controlled by modern manufacturing methods. This results in outstanding strength, durability and eye-appeal . . . to *boost your sales!* Aluminum, Bronze and Galvanized Insect Wire Screening available in all standard widths and meets U. S. Department of Commerce Commercial Standard 138-49.

Write for FREE catalog today
KEYSTONE WIRE CLOTH CO.
 Hanover, Pa. Fostoria, Ohio

en a good sales stimulant for the refrigerator line, attracting both the townspeople and the numerous farm customers who visit the store for regular purchases. "We sell our refrigerators on this basis: 10 percent down, with the balance financed monthly over a period of 18 months," Aaron explained. "Of course, the usual carrying charge is added to the price. So far, our repossessions have been negligible. But this is understandable, however, for if a customer keeps a refrigerator, say five months, he has made several payments and would face a substantial loss should he return the box. On the other hand, if the customer has not taken good care of the merchandise, we would lose money if we repossessed it before he had paid off a fairly large portion of the cost. But this has not been a worry so far.

"Since there is a sizable Negro population in this farming area, we have been surprised and delighted with the fact that from the many Negro families who have purchased refrigerators, only one unit has been returned, and this was because of unfortunate and understandable reasons.

"In handling repossessions I have found one thing to be true: it pays to be lenient at times, when a customer is unable to make his payments on schedule, for you can do more harm to your business by hasty or harsh action than you could benefit from the return of a used unit. Should you offend the customer with repossession procedures, it is only human nature for that customer's friends and neighbors to believe only his side of the story, which usually indicates that your store has been unfair and unjustified in repossessing the merchandise.

"One of our most successful safeguards against losses in appliance sales is the insurance clause contained in our time-payment contracts, offering the customer protection against fire and theft of the merchandise he has bought and against his death, should it occur before payments are completed. Recently we sold one of our larger washing machines to a customer. Before the washer had been delivered, the customer was killed in an accident. The insurance clause covered the cost of the washer, and it was delivered free to his widow. Thus, this safety feature protects all parties concerned, and we are not faced with embarrassing or costly circumstances when something un-

YOUR PERSONAL NEEDS . . .

. . . for information about the hardware business are met every month in the year in the pages of SOUTHERN HARDWARE.

For more than 34 years SOUTHERN HARDWARE has been a guide and friend to hardware men "down South". The magazine has been built on a program of service to readers that covers:

- Window Display
- Counter Display
- Store Modernization
- Customer Relations
- Sales Promotion and Advertising
- Inventory Control
- Employee Relations
- Service Departments
- Credit Control
- Accounting Procedures
- Association Activities

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

If you are not already a subscriber, send in your \$1.00 today for a yearly subscription or \$2.00 for three years.

**SOUTHERN
HARDWARE**
 806 Peachtree St., N.E.
 Atlanta 5, Georgia

There's a
BIG DIFFERENCE
→ in **PLASTIC PIPE**

See Why YOU Can
Do Better With

F **FRANKLIN**

Best Plastic
Pipe
Around



**Polyethelene Flexible
Plastic Pipe**

Here is the quality standard flexible plastic pipe . . . it's precision extruded . . . most uniform wall thickness . . . smoothest interior surface. Available from 1/4" to 3" in easy to handle coils and 4" to 6" in 25' lengths.

EXCLUSIVE DESIGN FITTINGS



Scientifically engineered leakproof fittings, precision molded of high impact styrene alloy . . . insert type couplers, adaptors, T's, elbows in all sizes.

**FRANKLIN
PLASTICS, Inc.**

FRANKLIN, PA.

Pioneers in Plastic
Molding and
Extruding

Get the
Inside Story —
Write for
Booklet and
FREE Sample

NEW N-60
Concave Knob
DISPLAY BOARD

Beautiful Die Cast
Knobs with Brass or
Bronze Backplates



only
11" wide...
saves
valuable
counter
space

a fast-selling addition to the
NATIONAL LOCK
profit line

attractive with all types of furnishings
selection of sizes and finishes from open
stock
ready for shipment
order from your jobber

For customers who demand the finest, the new N-60 Display Board offers a splendid selection of Concave Knobs with gracious bevel-edge styling, high-accent finishes and smooth comfortable feel. Available with equally attractive matching backplates. Choice of Bright Brass, Dull Brass, Dull Bronze, Bright Chrome and Dull Chrome finishes. Board, shipped with hardware mounted in position, is designed so each dealer can display finishes most popular in his area. Order knobs and backplates from open stock; then easily apply to Display Board in finishes desired. Get National Lock N-60 NOW.



*distinctive hardware
all from 1 source*

National Lock Company
Rockford, Illinois • Merchant Sales Division

Ideal Companion to Hardware Sales



TWO SALES mean TWO PROFITS! Every time a customer buys hardware or paint for repairs or new work, he's in the market to buy wood protection against rot and termites, swelling and warping. You make two sales instead of one when you suggest Chapman clean Penta Wood Preservatives . . . Deep-Treat and Seal-Treat.

Sell Seal-Treat for Paintable Surfaces

Water-repellent Seal-Treat makes an excellent prime coat for wood to be painted — sashes, doors, woodwork,

porches. Controls warping, shrinking, swelling . . . stops rot and termites.

Sell Deep-Treat for Wood Not to be Painted

—fence posts, joists, sills, beams. General purpose Deep-Treat stops rot, kills termites—is clean and easy to apply.

Seal-Treat and Deep-Treat come ready-to-use in 55 gallon drums, 5 gallon or 1 gallon cans . . . attractively color-lithographed for over-the-counter selling; and with simple, informative directions on the packages to help your people make sales.

WIRE—WRITE—PHONE

CHAPMAN CHEMICAL COMPANY
DERMON BUILDING MEMPHIS, TENNESSEE



Stock and Sell Chapman's
Complete Line of

Clean **WOOD PRESERVATIVES**



foreseeable occurs."

Gas and electric stoves, as well as washing machines, account for a sizable volume of the store's appliance sales. Aaron has devoted the entire downstairs area to displaying these lines, and in this section the customer may leisurely inspect the wide selection of models and designs. This merchandise, sold on the same payment basis as refrigerators, is advertised in the local newspaper and by radio spot announcements, as well as various types of sales campaigns. Here again, repossessions are negligible.

Dealers Report Rise in Credit Sales

(Continued from page 49)

The question was, *About what were your 1952 credit losses (% of total sales)?* As might be expected replies to this question were scattered, answers ranging from no losses (8 percent) to as much as five percent. However, a substantial majority—67 percent—indicated that credit losses amounted to no more than one percent in 1952. Of the reporting dealers, one group of 31 percent reported losses of about ½ of one percent, while the second largest group—11 percent—reported credit losses of less than ¼ of one percent.

Profitable Business

In their replies to question No. 8, a majority of dealers indicated that they are handling credit business on a profitable basis. The question asked: *In general, what changes have been made in your credit policies and terms since prewar years? (Also, changes if any in last year or two.)*

The largest group, comprising about 60 percent of the reporting dealers, indicated that no changes have been made in credit policies, while 32 percent reported a general tightening of credit policies—including more thorough investigation of credit applicants, and fewer and more limited open accounts.

A small number of dealers reported that credit has been liberalized in that less down payment is required now. However, where changes in credit policies are being made, the trend is in the direction of a tighter rather than a more liberal policy.

Promotions that Pay Off in Sales

(Continued from page 51)

chines and special mowers, such as greens mowers for golf courses.

On most calls to pick up a hand mower, a charge of 50 cents each way is made. Even then, it is necessary to have a number of other calls in the same direction, in order to break even on the trips.

Effective Display for Screen Cloth

(Continued from page 52)

slippings and leftovers are kept on the back side of the counter. However, to eliminate the latter, Swinney will sell a customer the last few feet of a roll for less than standard price.

A tiny, individual shelf beneath the top level was built to accommodate a yardstick.

Unsightly roll-ends are eliminated by turning the end underneath and holding it in place with the weight of the roll.

Texas Convention

(Continued from page 54)

club. These are J. Frank Boxwell, president; Lowell S. Pickup, vice-president and W. E. Love, treasurer.

In their executive sessions the wholesalers heard remarks from Joe C. Stevens, president, and Ray M. Souder, executive director, of the state retail organization, the Texas Hardware and Implement association. There was a discussion, designated in the program as "What's the Answer?" with two moderators, one for each of two sessions. These were O. H. Mann, Higginbotham - Pearlstone Hardware company, Dallas, and R. C. Neely, Jr., of the Amarillo Hardware company.

Display Fixture for Minnow Buckets

(Continued from page 55)

now buckets on a self-service basis with customers and we sell many buckets without the necessity of giving the customer any attention.

\$ more \$ more \$ more \$

more more sales

**to the
"DO IT YOURSELF"
market**



**King Cotton
DRAPERY
CORD**

... a perfect set-up for the home replacement market. Handy 50 ft. coils of regular or heavy drapery cord. Cellophane wrapped. 6 coils to a "SELLCORD" display box. Standard drapery cord colors.



**King Cotton
VENETIAN
BLIND
CORD**

... for the guy who wants to re-cord his own venetian blinds. Big sales potential to home owners. 40 ft. coils of number 6 cord. Cellophane wrapped. 6 coils to a "SELLCORD" counter display. All venetian blind cord colors.

**The
King Cotton
Line**

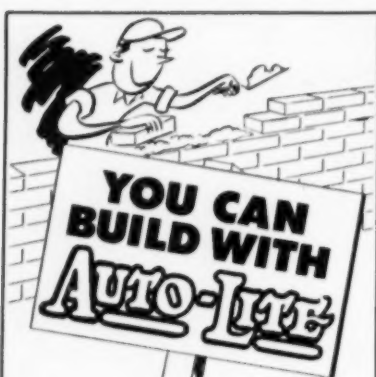
- * Sash Cord
- * Clothesline
- * Dryer Cord
- * Twine
- * Mason's Line
- * Chalk Line
- * Cotton Rope

King Cotton

CORDAGE

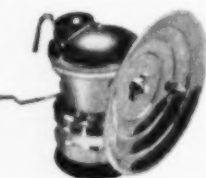
JOHN H. GRAHAM & CO., INC.

105 DUANE STREET, NEW YORK 8, N. Y.



Yes . . . you can build sales volume and customer good will by featuring Auto-Lite Carbide Sportsman's Lamps this Fall . . . the first choice in the South since 1914. Start building your lamp business today by ordering these four popular Auto-Lite models from your wholesaler now!

115 MODEL
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber Bump-grip protects bottom. Strong wire brace.



107 MODEL
7" plated reflector. 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.

117 COMBINATION
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



875 MODEL
Will burn 6 hours on one full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.

Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

**UNIVERSAL
LAMP CO.**
Springfield, Illinois

Many times we will be busy, will observe a customer examining the minnow buckets and then the next thing we notice is that he has made his selection, has carried it to the cash register and is ready to pay.

"This display, which cost us practically nothing, has not merely simplified the handling of minnow buckets for display. It has also stimulated sales."

BUSINESS TRENDS

(Continued from page 22)

billion dollars, a gain of about 10 percent over April and of 6 percent over May, 1952.

New construction so far this year is running six percent ahead of a year ago, and the industry expects 1953 to be another record year.

Consumer Credit at Heavy Annual Rate

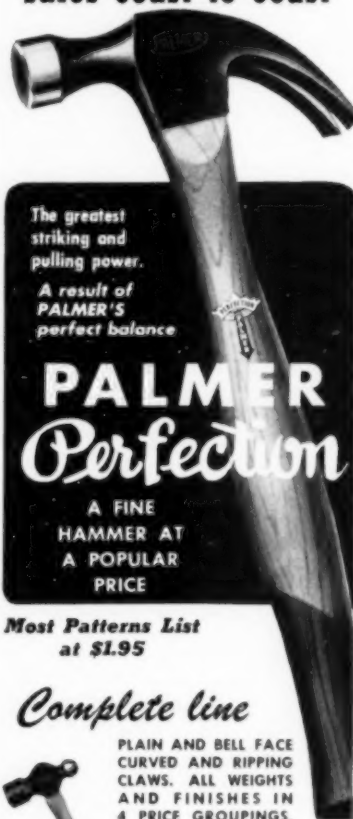
CONSUMER CREDIT continues to be a supporting factor in the large volume of retail sales. New installment credit granted in March exceeded repayments by 422 million dollars, according to the Department of Commerce. This increased the total outstanding at the end of the month to 19.3 billion, more than 30 percent higher than a year earlier. Most of the expansion during the month resulted from a gain of 313 million in automobile paper, reflecting an increase in automobile sales. Noninstallment credit also rose slightly. Combined consumer credit outstanding at the end of March totaled 25.7 billion dollars, near the record at the close of 1952.

Farm Prices Received Show Slight Increase

DURING THE month ended May 15, farmers saw at least a brief end to falling prices. The Index of Prices Received increased 2 points, according to the Bureau of Agricultural Economics. The May index at 261 percent of its 1910-14 average compares with 259 a month earlier and with 293 in May 1952.

Setting a record!

**WORLD'S STRONGEST
PALMER HAMMER**
—chalking up big sales coast to coast



Most Patterns List at \$1.95

Complete line

PLAIN AND BELL FACE
CURVED AND RIPPING
CLAWS. ALL WEIGHTS
AND FINISHES IN
4 PRICE GROUPINGS.



Manufacturers of
WELCO Pliers
Get our illustrated
descriptive literature

PALMER TOOL CORP.
MEADVILLE, PENNA., U. S. A.

NEW

PRODUCTS

AND SALES PROMOTION MATERIAL

Screw Driver Assortments

Two special screw driver assortments are now being featured by The Irwin Auger Bit Co. Both give a 50% mark-up to dealers and include a heavy-duty cardboard display free of charge. The No. 333 Boss Man assortment (\$20.80 to dealers) consists of 129 black satin wood handle drivers. The No. 444 Jim Dandy assortment (\$19.80 to dealers) includes 56 tenite amber plastic handle drivers.



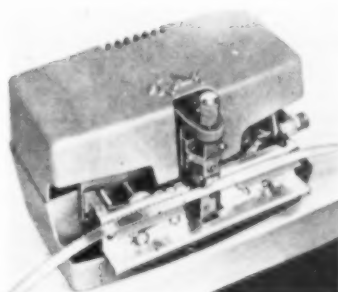
Each display holds 32 drivers in 10 fast-selling sizes and is attractively printed in three colors. Only 17" of space is required to put the displays on sales counter or shelf. Both of these special promotions will now be included as part of the Irwin screw driver line.

Irwin Auger Bit Co.
Wilmington, Ohio

Band Saw Setter

The new Foley automatic power setter features a "twin-hammer" action that will set both rows of teeth (both sides of saw) in one operation. Setting speed ranges from 6½ to 15 seconds per foot for saws with 4 to 8 points per inch up to 1½ inches wide. The unit also sets hand saws from 4 to 16 points per inch.

Uniformity of set for all teeth is said to result from the exclusive "twin-hammer" action, as both ham-



mers are powered by one spring, avoiding tooth breakage, and producing fast, true-cutting saws which stay sharp longer. The saw may be set either before or after filing.

Only three adjustments are needed for automatic operation: insert saw, select points per inch, adjust depth of set. No special skill is needed. Long life is assured by hardened steel anvils and hammers, precision bushings and life-time lubricated ball bearings. The unit is equipped with motor and "step-on" foot switch.

Foley Mfg. Co.
Minneapolis 18, Minn.

New Outdoor Broom

A new tough-fibred broom, designed to sweep all rough outdoor surfaces, has been introduced by Ox Fibre Brush Co. Called the Oxco Ranch House broom, it is designed



for sweeping off courts, patios, terraces, carports, etc.

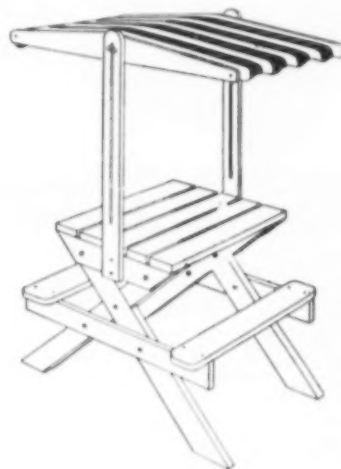
The brush head, in a sandy yellow finish, is filled with a mixture of tough, durable palmyra fibre and white tampico. The handle is finished in red lacquer, with a metal tip on the threaded end for long wear, and a handy hanging ring on the other end. Each brush-head is packed in an individual 3-color display box, while a dozen each of the brush-heads and one dozen handles are packed in a master carton.

The Ranch House broom will retail up to \$3.49 each, and national advertising will begin in July, according to the announcement.

Ox Fibre Brush Co.
Frederick, Maryland

Playtime Picnic Table

The new Flite-Master playtime picnic table, attractively designed for outdoor use, includes a canopy which can be removed for use of the table



indoors. The table is constructed of fine woods, with all hardware plated for rust resistance, the manufacturer announced.

Consolidated Metal Products Co.
424 E. Pearl St.
Cincinnati 2, Ohio

Mower Thermal Gun

A new power lawn mower attachment that clears lawns and gardens of mosquitoes, flies and other insect pests has been announced by Harry Sanders, president of the Blitz-Fog Co.

Employing the same method used by professional foggers to clear municipal parks and large industrial sites, the Blitz-Fog thermal gun uses the power and exhaust of the mower to eject a 30-foot penetrating fog that is harmless to plants, foliage and humans but deadly to insects, Sanders said. An average home area can be

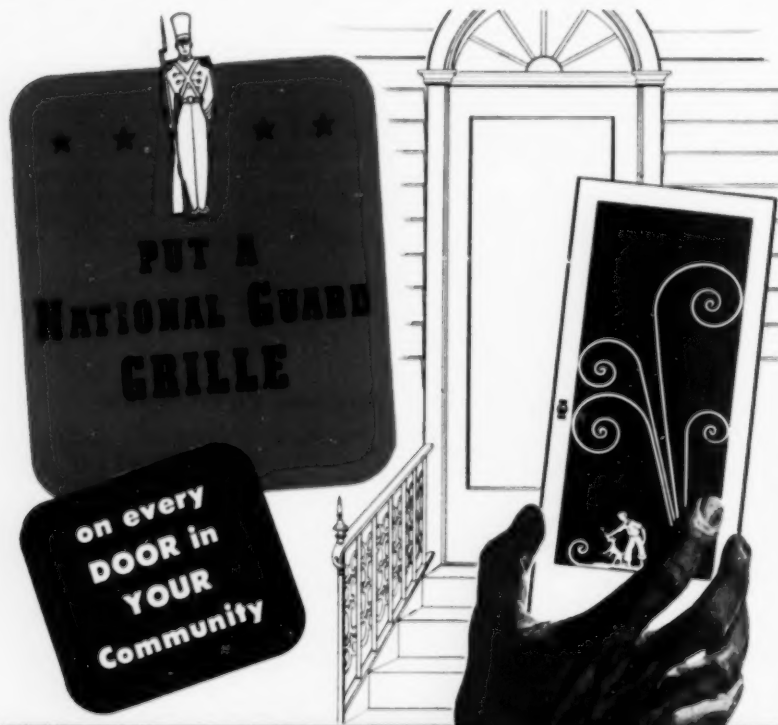


effectively cleared in approximately 20 minutes.

The gun, which uses special "thermalized" insecticide, attaches simply and permanently to any 4-cycle mower without interfering with the normal mowing operation. Guns also are made to fit tractors and cultivators.

Muir & Benton, 401 Georgia Savings Bank Building, Atlanta, Ga., represent Blitz-Fog in the Southeast, while David R. Swift, 11014 Tibbs Street, Dallas, is the Southwestern representative.

Blitz-Fog Co.
310 N. Water St.
Milwaukee 2, Wis.



PROFIT BY A VAST MARKET WITH THIS COMPLETE LINE OF SCREEN DOOR GRILLES THAT SELL THEMSELVES!

NATIONAL GUARD SCREEN DOOR GRILLES ARE *Adjustable*

Yes, they fit all popular size doors. (Size "S" for regular Screen Doors. Size "C" for Combination Doors.) Hand-crafted steel scroll work features two coats of white enamel! Life-like figurines are of cast aluminum — NOT stamped! These beautiful Grilles list from \$6.50 to \$21.50!

**UP
YOUR SALES!**

ONE OF
8 MODELS

\$18.00

LIST PRICE



★ **NATIONALLY
ADVERTISED IN**

- BETTER HOMES AND GARDENS
- HOUSE BEAUTIFUL
- LIVING
- SUNSET

SEND FOR ILLUSTRATED BROCHURE

IF YOUR DISTRIBUTOR CANNOT SUPPLY YOU WRITE US DIRECT.

NATIONAL GUARD PRODUCTS, INC., 540 JACKSON AVE., MEMPHIS, TENN.

Snapper 20 Rotary

The new Snapper 20 rotary mower is a rugged, 20-inch cut, direct drive rotary, featuring a 2 or 2½ h.p. 4-cycle engine, airlift blades, special aluminum alloy shell for lightness,



and close cut in both directions. Engineered for easy handling, yet at a low cost, the unit is built for long life.

Further information is available from the manufacturer.

**Power Implement Division
Southern Saw Works
Atlanta, Ga.**

New Sandboxes

Metal bottomed sandboxes in three models are new additions to the Flite-Master line manufactured by Consolidated Metal Products Co. Made in three sizes, 36 x 36, 36 x 48, and 36 x 60 inches, the sandboxes are said to be large and roomy. Featuring a rust-resistant bottom, the boxes are finished in green and yellow trim. Sets have a vari-colored canopy, made of awning material, that can be raised or lowered.

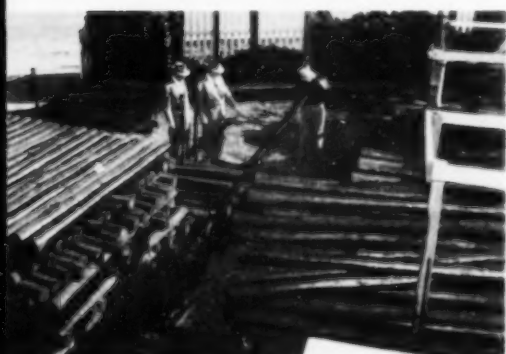
Consolidated Metal Products Co.
424 E. Pearl Street
Cincinnati 2, Ohio

Good Merchandising builds a nice volume in **PRESSURE-CREOSOTED** fence posts for

W. R. McKee Lumber Co., Lee's Summit, Mo.



W. R. McKee (right) AND HIS SON, W. R. McKee, Jr., have found pressure-creosoted fence posts a good item for their firm in Lee's Summit, Mo., just 12 miles from Kansas City.



PRESSURE-CREOSOTED POSTS AND POLES are stored in the yard at McKee Lumber Co. Approximately 3000 posts, or a carload, are kept on hand in 14 sizes. Other sizes can be obtained quickly from their nearby pressure-treater.

STRATEGICALLY-PLACED highway signs, frequent newspaper advertising and a concentrated direct mail program—backed by a quality product that is sure to satisfy the customer—have built a profitable volume on pressure-creosoted wood fence posts for W. R. McKee Lumber Co., Lee's Summit, Mo.

Located near Route 50, the main artery between rural Central Missouri and the livestock marketing center of Kansas City, W. R. McKee took advantage of his location in 1949 with highway signs advertising pressure-creosoted fence posts.

"A farmer drives 50 to 75 miles to market with a load of stock," says W. R. McKee, Jr. "He doesn't like to drive back empty. He'll haul something back."

Sales figures tell the story: business on pressure-creosoted fence posts increased the first year. And in 1952, volume on pressure-creosoted wood doubled over 1951. Fourteen sizes of posts and poles



HIGHWAY SIGNS like this remind farmers on their way to livestock market that McKee Lumber Co. is their headquarters for pressure-creosoted fence posts.

are stocked in the yard and the average sale is 100-200 posts.

The McKees find that handling pressure-creosoted fence posts not only boosts the sale of fence and wire, but also brings customers back to their place of business because of the good results they get from these posts.

HERE'S HELP FOR YOU IN SELLING

PRESSURE-CREOSOTED FENCE POSTS

Turn the page to read how the makers of U-S-S Creosote are helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

What is pressure-creosoting?

Modern wood treating plants, using precise engineering methods, force a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot . . . gives them far longer life. Many of these plants use U-S-S Creosote, a quality product of United States Steel.



MAIL THIS CARD TODAY—NO STAMP NEEDED!

United States Steel Corporation
Room 2813-V, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name _____

Address _____

City _____

State _____

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

FARM PAPER ADVERTISING

Before the fall fence-building season gets under way, advertising in leading state and regional farm papers again will be telling your farmer customers all about long-lasting pressure-creosoted wood posts.

They'll stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They'll go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

FENCE CONSTRUCTION GUIDE

The makers of U-S-S Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U-S-S Creosote can supply you.

MATS FOR LOCAL ADVERTISING

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U-S-S Creosote, you can be sure a quality preservative has been used.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL
Room 2813-V, 525 William Penn Place
Pittsburgh 30, Pennsylvania

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L. & R.)
Pittsburgh, Pa.

YOUR NEIGHBORS WILL TELL YOU:



"I save on fence with pressure-creosoted fence posts."

George Ballmer's 120 acre farm is located near Jacksonville, Wisconsin. He says:



Pressure-Creosoted Fence Posts Save Money For You Three Ways

- 1. YOU SAVE ON FENCE.** It's a costly proposition to repair or replace a fence. Because pressure-creosoted posts are so resistant to rot, decay and insect damage, and to attack by termites and other species of wood destruction, additional expenses due to fence failure are eliminated.
- 2. YOU SAVE ON LABOR.** It takes less time to install pressure-creosoted posts. They're straight, uniform in size and require no much digging to be set straight. And they require much less maintenance.
- 3. YOU SAVE ON REPLACEMENTS.** A farmer reports: "I have pressure-creosoted posts which I set over a period of ten years. They will outlast any other posts."



Why Pressure-Creosoting makes wood posts last much longer

Creosote oil is the most tested wood preservative. When the right amount of creosote is forced into wood, the wood becomes highly resistant to rot, decay, insect damage and fire. Many pressure-treated fence posts are made with U-S-S Creosote Oil, a quality product of United States Steel.

There is a fence or timber dealer near you who can supply you with pressure-creosoted posts. U-S-S Creosote Oil. Mail the coupon below for free literature. We'll also send you a new illustrated guide that deals with all the problems you'll encounter in building a fence.

UNITED STATES STEEL CORPORATION
525 William Penn Place • Pittsburgh 30, Pa.

Send me a sample of the guide "Fences That Pay" and a new illustrated guide that deals with all the problems you'll encounter in building a fence.

Please send me your new guide "Fences That Pay" and a new illustrated guide that deals with all the problems you'll encounter in building a fence.

Yes, I would like to know the name of the nearest supplier of pressure-creosoted fence posts. No obligation, of course.

Name _____

Address _____

City _____ State _____

I would like to know the name of the nearest supplier of pressure-creosoted fence posts. No obligation, of course.

Name _____

Address _____

City _____ State _____

**You've heard about them!
You've read about them!
We sell them!**

PRESSURE-CREOSOTED fence posts

● You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and re-setting... longer life from the fence itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered product of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE

JOBBERs . . . Don't Miss

The National Fishing Tackle Show

Sponsored by Associated Fishing Tackle Manufacturers
Conrad Hilton Hotel, Chicago

AUGUST 9 thru 14

• *The only All-Industry Show Offers you—*

- An opportunity to see and buy the 1954 lines at the *appropriate* date.
- The chance to compare at one time . . . at one place . . . competitive lines where price and quality are factors.
- Do in 6 days what ordinarily requires several weeks.
- The opportunity to establish your 1954 lines earlier . . . and start selling earlier.
- Everything under one roof—exhibits . . . sleeping accommodations, meetings, and social time . . . air conditioned.

For Hotel Reservations, Write NOW to

AMERICAN SHOWS, Inc.

28 E. Jackson • Chicago 4, Illinois

American Shows direction is your insurance for a productive trade show.



TROJAN SAW BLADES

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequalled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

Manufacturers of World-Famous Parker Line Tools

PARKER MFG. CO.

Worcester, Mass.



Insist on
TROJAN by name



Ted Henson says You Can Always Rely on CAPE COD LINEN

For Big Game Fishing

Made in Ireland with finest Irish Flax. Famous for extremely high polish and great strength. Used by big game salt water fishermen and guides everywhere. For catalog write Ted Henson & Associates, Chattanooga, Tenn., or direct to

CAPE COD LINE COMPANY

East Hampton, Connecticut

A Whole Department



Yes, in only 2 1/2 square feet you can set up a store-proven self-service display stand of 57 popular Stanley Household Hardware items—stimulate impulse buying, promote related sales. Carded hardware complete with screws is mounted on both sides of stand. Each card identifies itself, is a complete sales unit. Display can be assembled as shown or horizontally on store island or counter top.



N-101

Size 15" wide, 15" high, 6" deep. Pair of wire racks holds 14 of Stanley Household Hardware best sellers. Put them on a store island, counter, post or wall. Extend your points-of-sale. Let these displays sell for you. Order by number today from your wholesaler.

The Stanley Works, New Britain, Conn.

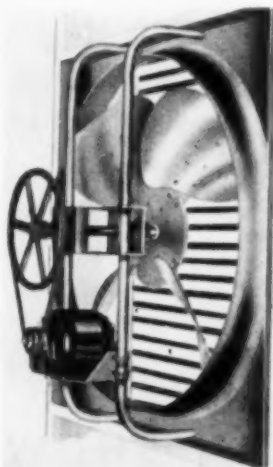


Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

New Attic Fans

The Murray Co. of Texas announces a new development in home ventilation with its new Deluxe line of attic and industrial fans. The Deluxe line, in equipping both fan and motor with sealed, lifetime lubricated ball bearings, introduces a maintenance-free model which is said to never require lubrication.



The new line is available in both vertical (pictured) and horizontal discharge models and is an addition, rather than a substitution, to the Murray line. Each Deluxe model has a corresponding Standard line model in both vertical and horizontal types in all eight models from 24 to 48 inches. Sizes and specifications of the Deluxe and Standard lines are identical, with the exception of the sealed-ball-bearing motors which are not used in the Standard line. An additional feature is Murray's 10-year guarantee (with the exception of belt and motor, which carry manufacturer's guarantee) on each Deluxe model.

Deluxe models also are available in the Murray industrial fan line.

H. C. Biglin Co.
177 Harris St.
Atlanta, Ga.

Screw Driver Display

The new Corsair No. 68 package, consists of a free, permanent display-rack and an assortment of 68 screw drivers in 14 numbers and sizes. The display-rack measures 11 inches wide for counters, and special lugs have been designed for secure wall placement.

Made of sturdy steel wire, the unit holds a carefully selected variety of drivers, to appeal to everyone: mechanics, electricians, hobbyists, homeowners, etc. The transparent, amber plastic handles are moulded to fit the hand and are blister-proof, shock-

CONSUMERS PATCHING PLASTER

••• for cracks, holes and general repair



Famous for QUICK SALES because it...

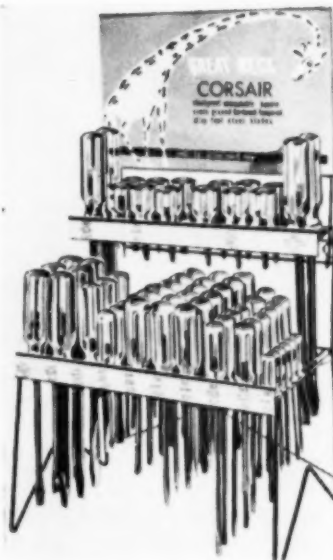
1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

• Available in 1, 2 1/2 and 5 lb. cartons; 2, 5, 10, 15 and 50 lb. paper bags; 100 and 300 lb. drums.

ORDER FROM YOUR WHOLESALER

OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.



proof, will not chip or crack, and are non-absorbent to grease or oils. Tested alloy steel blades are hardened and tempered their entire length, highly polished and machine cross-ground to size. Refills of every size driver are available from open stock.

Great Neck Saw Mfrs. Inc.
Mineola, New York

WRIGHT



HARDWARE CLOTH . . .

every wire round
and true to gauge
..uniform mesh..
free from bulges
..straight selvage
..heavily and
brightly galva-
nized the Wright
way. A Wright
product all the
way from rod to
you.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER - MASS.

Southern Representatives:
D. C. HORNIBROOK LAWRENCE J. BALDWIN & SON
E. L. HORNIBROOK 304 Corondelet Bldg.
Box 176, Avondale Estates, Ga. New Orleans 12, La.

SELL THE MINNOW BREATHERS YOU'D BUY YOURSELF

Finest minnow pail model! Galvanized, perforated bucket, with hinge cover and snap style top, for easy removal of insert. Full 10 quart capacity.



990.

FRABILL'S

Minnow Breather

Frabill Minnow Breather Inserts . . . the answer to long life for minnows! Made from finest materials with unequalled breathing features. Frabill MINNOW BREATHING INSERTS SELL FAST AT A GOOD PROFIT - . . . \$1.00 each.

FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

Hinges
by GRIFFIN



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN-
Manufacturing Company

ERIE • PENNSYLVANIA

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N.Y.

HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri
WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois

GEORGE A. GREGG
17134-6 Wyoming Avenue
Detroit 21, Michigan

AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland

ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado

W. C. MEIBAU & CO.
6954 Oleatha Avenue
St. Louis 9, Missouri

E. H. FARRAR
6637 Golf Drive
Dallas 5, Texas
CHARLES L. LEWIS
1355 Market Street
San Francisco 3, Calif.

R. F. BEVERS
4524 East 60th Street
Seattle, Washington

L. G. FULLER, JR.
644 Wellington Road
Jackson 6, Mississippi

Welded Fence

A modernized welded fence has been introduced which home-owners can erect themselves, for extra savings, because it can be hung in place without stretching. With the same



hot-dip galvanized finish after fabrication as used on highest priced fencing, this fence is priced at 30 percent less than the old-style lawn fence which had a relatively thin zinc coating, it was announced.

Gilbert & Bennett Mfg. Co.
Georgetown, Conn.

Crack, Hole Filler

Ced-Air Crack & Hole Filler, a new water-mix filler that takes oil stains readily when dry and sands like wood to provide a smooth surface flush with the original area, will not shrink and dries completely in about 30 minutes. Holding to wood, tile, cement, plaster and stone, and recommended for fixing cracks, nail holes, knot holes, furniture splits, etc., Ced-Air is packaged in 1-pound containers.

Ced-Air Products, Inc.
526 Walnut St.
Kansas City, Missouri

Die-Cast Concave Knobs

Known as N-60, the new line of National Lock die-cast concave knobs are available with brass or bronze backplates. Bevel-edge styling, high accent finishes and smooth, comfortable feel are among their features. Finishes include bright brass, dull brass, dull bronze and bright chrome, to blend with all types of furnishings. Knobs range in size from 1 3/4 to 2 1/2 inch diameters. Backplates are 2 1/2 and 3 3/4 inch diameter.

The N-60 grouping is available with attractive natural birch display



board, 11 x 14 inches in size and displaying three sizes of knobs and two sizes of backplates. Board displays can be substituted from open stock to show any desired finishes.

National Lock Co.
Rockford, Ill.

Musical Doll Carriage

The Musi-Kab, a new musical doll carriage, is announced by the South Bend Toy Manufacturing Co. Engaged to a wheel of the carriage is a music box which, when the carriage is pushed, plays the nursery melody



"Rock-a-bye-Baby." The musical unit can be disengaged easily without removal from the carriage when music is not desired. The Musi-Kab is available also on South Bend doll strollers, folding and fibre doll carriages.

South Bend Toy Mfg. Co.
South Bend, Ind.

Get EXTRA Sales MORE Profits!

with
TANDROTINE

the Popular PAINT THINNER!

IT'S PROVEN
IT'S ECONOMICAL
IT'S a Quality THINNER

ORDER
TANDROTINE Today!

Get ready for
EXTRA Sales,
MORE Profits.



TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

STEP UP YOUR PROFITS WATERLESS DL HANDI-CLEANER

"just apply and wipe dry"



The Original

Packaged in 14 oz., 3 lb.,
5 lb., and 5 gal. containers
DISPENSER AVAILABLE
FOR WALL OR BENCH

NATIONALLY
ADVERTISED
SOLD THRU JOBBERS
ONLY ON A MONEY
BACK GUARANTEE

Dissolves dirt instantly . . .
Prevents soreness due to
chapping . . . Fortified with
lanolin . . . Guards against
skin infection . . . Contains
no harsh grit or abrasives
. . . Ideal for home work-
shop, home, car and office
. . . Sold on a money back
guarantee.

ADVERTISED IN: Popular Mechanics • Popular Science • Motor Service
• Super Service Station • Commercial Car Journal • Southern
Automotive Journal • Home Craftsmen • Popular Homecraft •
Hardware Age • Southern Hardware

Write or Wire for name of Representative in your area.

MADE ONLY BY **BANITE CO.** BANITE BLDG.,
BUFFALO 4, N. Y.

STRAIT-LINE SELF CHALKING CHALK-LINE BOXES

Praised by users all over America!



BOX No. 125—LIST \$1.25 Ea.
STANDARD MODEL. Easily
filled by removing 2 coin-
slotted screws. Packaged in
white cardboard carton.
To give users a choice of
color, boxes are packed with-
out chalk.

BOX No. 190—LIST \$1.90 Ea.
RAPID-FILLING SIDE-OPENING
MODEL. Same precision con-
struction and size as No. 125,
but with the addition of new
rapid-filling device. Packaged
in orange carton for easy stock
identification.

STRAIT-LINE CHALK

An extremely fine ground, non-abrasive chalk especially pre-
pared and blended for use in chalk line boxes. Brilliant colors.
1-oz. package contains amount for filling box.

THE FINEST FILLER OBTAINABLE

CHOICE —DARK BLUE ★ DARK RED ★ YELLOW ★ WHITE
OF COLORS No. 125B No. 125R No. 125Y No. 125W

LIST PRICES—ALL COLORS

1-Oz. Boxes...10c Ea. 5-Lb. Fibreboard Carton...80c Lb.
(12 to Carton) 25-Lb. Fibreboard Carton...70c Lb.
1/2-Lb. Boxes...50c Ea. 10-Lb. Fibreboard Carton...60c Lb.

SELECT REPLACEMENT LINE FOR BOXES

Packaged 1/2 Dozen to Carton

Select Grade Chalk Line — Carded and Sealed in Cellophane.
No. 50—50 Ft.25c No. 100—100 Ft.40c

AT YOUR JOBBERS

Southern Rep., A. H. Deveney & Co. Peachtree Arcade Bldg., Atlanta, Ga.

STRAIT-LINE PRODUCTS, INC. P.O. BOX 577
COSTA MESA, CALIF.

The 3 LEADERS



MOST DEALERS PREFER ATLAS WICKS

Our Glaswik, Flamemaster and Top
Notch brands are preferred by more
dealers in America than any other
brand. The reason is based upon the
fact that they are superior in qual-
ity and give greater satisfaction to
the consumer.

Sold Exclusively Through Jobbers
WRITE FOR BULLETIN NO. 90



ATLAS ASBESTOS COMPANY

NORTH WALES, PA.

MAKERS OF GLASWIK, FLAMEMASTER, TOP NOTCH AND VICTORY WICKS

NEW PACKAGE CONVENIENCE SALES



New Color Identification confusion-proof
label

New 5-gross Master Carton to fill special
request for medium to large range sizes
regularly packed 10 to carton

Secure, permanently attached 4-fold lid

Extra Strong 4-fold corners

Write today for our catalogue

SOUTHERN SCREW COMPANY

South Rickert Street, Statesville, North Carolina

Hold the heads of axes
hammers, sledges
mallets, hatchets,
and other handle-
type tools.
Available in a
complete
range of
sizes.



Red Devil

GRADY WEDGES



Red Devil GRADY WEDGES
"Barbed to stay wedged"

Counter-salesman holds
36 No. 5 and 24 No. 10 Wedges for fast
service and impulse sales.

Rust-resistant, chip-proof — pound
these patented steel wedges into the
head of any handle-type tool — they'll
never come out.

8008

A PRODUCT OF
Red Devil Tools.
IRVINGTON 11, N. J., U.S.A.

SALES LEADERS

that attract
Shoppers

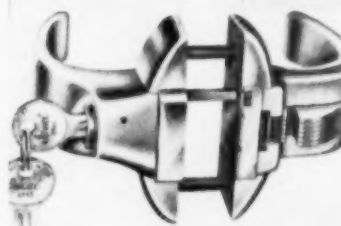


Make your store "local head-quarters for gift buying"! Every woman in your locality is constantly on the prowl for practical gifts for birthdays, showers, anniversaries, weddings, holidays, club favors. Could you imagine any gifts more ideal than beautiful Par-rish bowls, wood novelties, etc.? Send for the new Par-rish Catalog today and select sales leaders for display.

J. SHEPHERD PARRISH CO.
201 N. Wells St. Chicago 6, Ill.

Key Locking Latch

The Idealox and Idealatches for storm and screen doors, with a new push-pull design, feature key locking and simple application. Only three 3/16" holes are required for application. Construction is extra sturdy, with stainless steel bolts and case and pressure cast aluminum handles. Offering tamper-proof security, the Idealox keying can be changed from



"each different" to "keyed alike" or "master keyed." An automatic throw-off prevents accidental lock out. Positive push-in locking button is in inside handle. The Idealox is reversible and adjustable for 3/4" to 1 1/4" doors. Retail price is under \$5.00.

The Idealatch is the same unit without key locking. It has a push-in locking button in inside handle, and an automatic throw-off.

Both will be available for late third quarter delivery.

Ideal Brass Works, Inc.
250 E. 5th St.
St. Paul 1, Minn.

New Pigmented Primer

The Patterson-Sargent Co. has announced introduction of a new scientifically-formulated pigmented primer for priming and sealing previously painted and unpainted surfaces.

Called Vinybond, the new off-white product is free from paint odor, covers up to 600 square feet per gallon. Featuring good sealing qualities, it is said to stop suction and absorption and to prime and seal bare plaster, dry wall construction, all types of porous flat wall paints, wall-paper including metallic or bleeding-type designs, cinder and cement blocks, plus providing a foundation coat for flat wall, semi-gloss or enamel finishes, pastel and deep colors alike.

Easy to apply with brush or roller, Vinybond is fast drying (two hours drying time between coats) and will not raise the fibres on wall board.

Patterson-Sargent Co.
Cleveland, Ohio

CLASSIFIED

MANUFACTURER'S REPRESENTATIVES

Several Southern States territories open on established nationally advertised garden supply specialties. Generous commission arrangement. Write on territory covered and lines carried. Box 669, SOUTHERN HARDWARE, 806 Peachtree St., N.E., Atlanta 5, Ga.

Wood Screw Booklet

"How Are Wood Screws Made?" is the title of an attractive new booklet recently issued by Southern Screw Co. A concise story, laid out with pictures of plant, product, and personnel in action, it gives the reader a tour of Southern Screw Co.

Location of the company eight years ago in the center of the southern furniture industry is explained by Fritz Jensen, president. Plant Superintendent Eric Green conducts the tour through every step of mass production of wood screws, packaging, and finally shipment of bulk screws in steel containers with interlocking lids.

The booklets are available from the company.

Southern Screw Co.
Statesville, N. C.



NEW
Adjustable
WEED CUTTER
Patent No. 71 Pending

Adjustable to your customer's preferred handle length, cutting angle, hang and balance. This "Little Giant" tool feature alone will increase your weed cutter sales.

Other features:
Elastic stop nuts for easy blade removal, — plain or serrated blade, — length 42", — packed 3, 4 or 5

in carton. Free folders and mats. Order from your jobber.

Send for a sample and see for yourself why this is a profit maker. This trial offer can't last, so write us NOW including \$1.00 to help cover costs and mail.

A FREE Hathaway shirt to Charles Long of Long Hardware, Memphis, Tenn., if he sends us his shirt size.

NORTH WAYNE TOOL CO.
OAKLAND 2, MAINE

SELL THE BOBBER YOU'D BUY YOURSELF

JUST PRESS 'N' TURN



Frabill's BOB'EM 2-WAY FISH FLOAT

FOR CASTING OR STILL FISHING

• BRILLIANT RED AND WHITE BRASS CAP FOR CASTING OR STILL-FISHING

• HARD PLASTIC LIGHT WEIGHT

YOURS IN FIVE SIZES

A—1 1/2"—20c, B2—Oval—25c
B3—1 1/2"—30c, B4—1 3/4"—35c B5—2"—40c



FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

COLE HOT BLAST

"Leaders in room
Heaters since 1894"

GAS-OIL-COAL



MODELS
775-52
776-52

- ✓ Exclusive COLE "Tilt-A-Way" Cabinet for easy cleaning.
- ✓ A complete line of both single and dual burner models.
- ✓ Glass lined (porcelain) heating units.
- ✓ Sold and serviced nationally thru leading Distributors.



Write for catalog
COLE HOT BLAST MANUFACTURING CO.
3817-35 South Racine Avenue • Chicago 9, Illinois

A STRONGER GLUE... AT A PRICE THAT STICKS

TO GUARANTEE YOUR PROFITS.

We sell Rogers Gorilla Grip Glue only through local hardware stores like your own. To insure you against price cutting we do not sell group buyers, chain stores or mail order houses. Make your full profit... sell famous Rogers Glue.

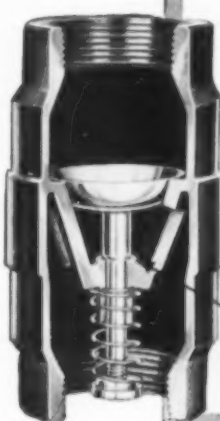
Increase your glue sales with Rogers. We back you up with continuous national advertising in such leading publications as Popular Science, Popular Mechanics, Popular Homecraft, Science and Mechanics, Science Illustrated and Home Craftsman. Sell popular Rogers Glue.

Cash in on this fast-moving item. Rogers users are satisfied customers that keep coming back for more. Rogers Glue easier to work... makes a stronger, more solid joint or mend. Order today through your jobber or write direct to:

ROGERS
ISINGLASS & GLUE CO.
GLOUCESTER, MASS.



3,885 lbs. Shearing
Strength per Square Inch



all position
**check
valves**

**FLEXIBLE
METAL
POPPET**

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TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





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Contains Mutton Tallow
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Pure homogenized Neatsfoot Oil. Waterproofs, preserves leather, boots, shoes, saddles, luggage.

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Waterproofing for canvas awnings, tents, tarps, brick, cement, stone, wood.

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FARM EQUIPMENT SERVICE

by F. R. James, F. A. S. A. E.,

Head of Agricultural Department
Texas A. & M. College

A 150 page book of practical information for the Farm Equipment Dealer
FREE WITH A SUBSCRIPTION TO SOUTHERN HARDWARE

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For more than 34 years SOUTHERN HARDWARE has been a guide and friend to hardware men "down South". The magazine has been built on a program of service to readers that covers:

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SOUTHERN HARDWARE

806 Peachtree St., N.E.

Atlanta 5, Georgia

Southern **FARM EQUIPMENT**

JULY, 1953

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



The rung of a ladder....

"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."

—Thomas Huxley

Those eloquent lines embody a principle that has been followed at John Deere for more than a century of manufacturing quality farm equipment.

Pausing on each rung just long enough to make sure of their footing, John Deere engineers, for instance, are climbing ever upward, finding new ways to speed up crop production . . . to lighten the farmer's work . . . to increase his profits.

The results, of course, are manifold. But none are more valued than farmer respect and enthusiasm for John Deere products, which—in 116 years of service to American agriculture—have never been higher than

they are today. And by this very measure, recent progress in the design, development, and manufacture of John Deere farm equipment has been particularly outstanding.

The latest "rung of achievement" is the introduction of the Model "70" Tractor, shown below. An important new member of a famous family, the John Deere Model "70" is a powerful tractor, with feature after feature that proclaim it the modern tractor for the large row-crop farm . . . a tractor that continues and accentuates the famed John Deere policy of offering farmers across the nation the utmost in modern design and proved performance . . . in quality farm equipment.



JOHN DEERE  MOLINE, ILLINOIS

They increase their implement sales by

PROMOTING PROFITABLE FARMING

AS A RESULT of its leadership in urging farmers to strive for greater profits through better farming methods, owners of the Rice Center Supply Co., Stuttgart, Arkansas, can point to an expanding sales volume.

The company has given special attention to the promotion of better land use and efficient and proper use of equipment. The active aid which these dealers give to farmers has widened the firm's list of customers—and friends.

By selling farmers first on the idea of greater profits, sales of equipment needed to reach this goal come much easier, despite the fact that eight other dealers are located in this rice-growing area.

According to R. G. Franzen, son of the founder of the company, the very name of the firm was selected to signify the kind of service which wins customers. And the company has made its modest plant, established 25 years ago, into a real center of both service and information for farmers in the territory.

For example, no farmer buys a seeder here without being instructed in the unit's value as a fertilizer spreader for row crops.

Rice farmers now are planting



R. G. Franzen, right, is convinced that sales of equipment come easier when farm customers are "sold" first on the idea of greater profits

more soy beans and oats on their rice lands largely because these dealers have urged the raising of other crops and have shown farmers how their equipment can be used for crops other than rice.

After the rice crop has been harvested, there is ample time to grow and harvest oats, especially

if the farmer follows the planting methods advocated and taught by the Rice Center Supply Co.

When the company urges a customer to plant oats or soy beans, that farmer usually heeds the advice. It is well known throughout the Grand Prairie area that Gilbert Franzen, founder of the business, was the first rice planter in the area to use some of the modern fertilizers.

Most of the farmers also know well that Franzen and his sons, R. G. and Wayne, influenced other farmers to start fertilizing rice scientifically. To make sure that rice farmers used fertilizer that

(Continued on page 103)



Despite lack of adequate warehouse facilities, new and reconditioned equipment is carefully stored in shed at center. When a farmer buys new equipment, he receives machinery that looks new and is new

Make-or-Break Factor

...customer service tells the story

By C. Thomas

IN THE OPERATION of a farm equipment dealership, service is the factor which can most quickly make or break that business venture, according to Frank Whatley, manager of the Jenkins-Saffold Co., Temple, Texas.

"Competition within the industry today no longer is based primarily upon the idea that one dealer's line of equipment is superior to another's," he commented. "Virtually all manufacturers are producing excellent equipment of remarkable efficiency. Consequently, a dealer, in order to expand his business, must sell farmers on the worth of his business. And the yardstick which farmers generally use is the quality and dependability of the dealer's service.

"By service I do not mean that we always answer the 'phone promptly nor race out immediately to answer a request for on-the-farm repairs. I am thinking of service in its broadest sense—the total phases of operation which will assure farmers the best in repair work at minimum cost."

Whatley emphasizes that in the long run quality service to farmers depends entirely upon the full cooperation of employees. To assure this cooperation and continuing alertness, the company has in operation an effective incentive plan. All employees receive a base salary, plus a share of the net earnings of the company payable once a year. This added compensation has served to impress upon employees that dependable service work brings in additional business which, in turn, assures them increased income.

As part of its program of real service, the company places no emphasis on on-the-farm repairs, attempting such work only when an emergency makes it necessary.

"When there is any major work to be done we send out and pick up the tractor or other equipment and bring it in to the shop. We feel that farmers are quite aware that quality repair work requires special tools and equipment which must be readily at hand. Some testing equipment that often is needed is too large and bulky to be transported from shop to farm."

And aside from these considerations it usually is less expensive for the farmer both in repair costs and production time lost to have the work quickly and thoroughly done in the shop.

(Continued on page 104)



Frank Whatley, left, emphasizes that quality service depends upon full cooperation of employees

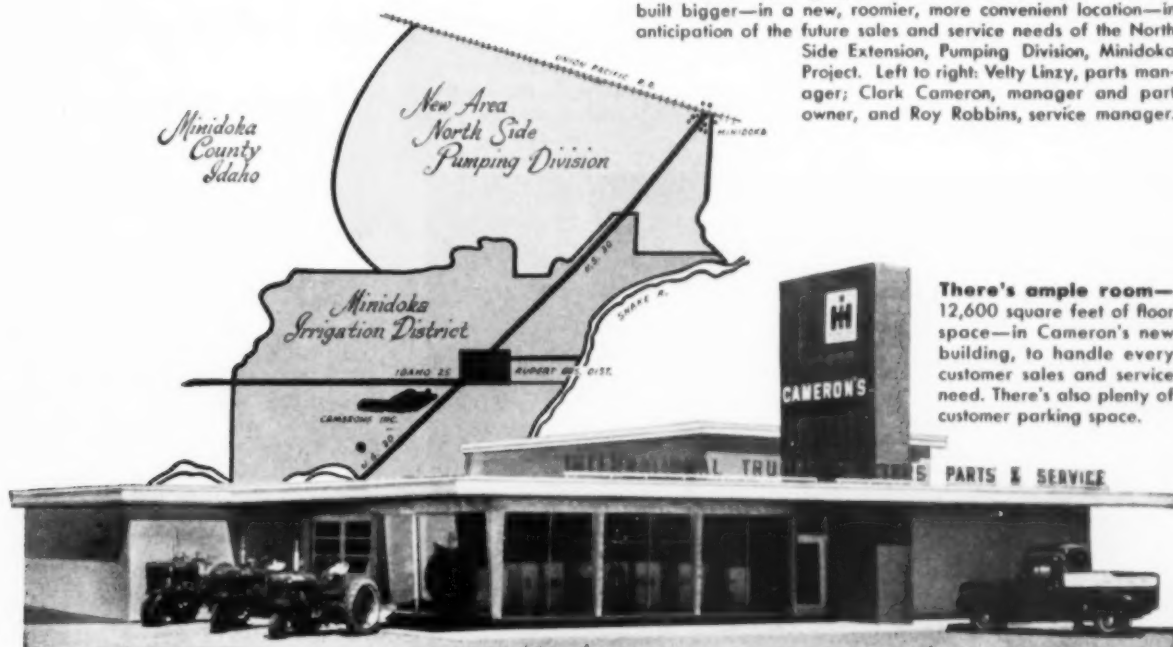


Mechanics, shown in top picture, have a well-equipped shop complete with these tools which enable fast, dependable work. Below: tractor brought in at close of the day will be repaired at night to save farmer's time. With incentive plan, mechanics do not object to overtime work

Cameron's helps back 140,000-acre irrigation project—then builds anew to serve it better



Cameron's management looked ahead, planned, and built bigger—in a new, roomier, more convenient location—in anticipation of the future sales and service needs of the North Side Extension, Pumping Division, Minidoka Project. Left to right: Velty Linzy, parts manager; Clark Cameron, manager and part owner, and Roy Robbins, service manager.



There's ample room—12,600 square feet of floor space—in Cameron's new building, to handle every customer sales and service need. There's also plenty of customer parking space.

"For years, we've looked forward to the time when farms, dairy herds and homes will be established in the North Side Extension, Pumping Division, of the Minidoka Project," says Clark Cameron, manager and part owner of Cameron's, Inc., IH dealership at Rupert, Idaho.

"Our faith in the North Side development with its 140,000-acre potential has now been justified by the Bureau of Reclamation's recent announcement that a veterans' drawing will be held in August to allot 73 units of proven ground, averaging 140 acres each. That's the principal reason we moved from cramped quarters in downtown Rupert and built a new, modern base of operations on a 3.8-acre plot on the edge of town. Now we have plenty of room and complete, up-to-date facilities to be able to serve both our present and our future customers."

Civic-minded, community leader Clark Cameron has been active in aiding the development of this area, including a trip to Washington, D. C., in its behalf.

Mr. Cameron serves his community in many other ways, too. He has been mayor of Rupert, twice president of the Chamber of Commerce, committee chairman for local veterans' housing, secretary-treasurer of the Minidoka County Posse committee which sponsors the annual rodeo, chairman of the local Selective Service Board, and member of the Chamber of Commerce Roads and Bridge Committee. Mr. Cameron and the firm also cooperate actively with the local Grange and 4-H clubs.

Two of Mr. Cameron's sons are among the dealership's 20 employees. John, formerly assistant manager of the parts department, and Bob are both salesmen.

As a leader in the community, Cameron's, Inc., wants to help the Rupert farming and business area grow and prosper. Like so many other IH dealerships from coast to coast, Cameron's gladly accepts the

responsibilities of civic leadership necessary to carry out this goal... through a program of good, sound "human relations" in its contacts with employees, customers, the community, and the retail farm equipment business.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler Tractors and Power Units... Refrigerators and Freezers—General Office, Chicago 1, Illinois

Their Service Clinic Boosts

A SERVICE clinic designed to bring more customers to the shop resulted in a virtual flood of service business for the York & Massey company, farm equipment dealers in Scottsville, Kentucky.

Like many other implement dealers, Ira York and S. H. Massey, partners in this business, use their

By Ross L. Holman

yond expectations. Five weeks after advertisements of the clinic were mailed, the company shop was still hard at work on the tremendous backlog of service jobs

resulting from the clinic.

The clinic was conducted easily and with no complications. To every farmer owning a tractor of the company's line and which had been in service more than six months, the company sent out a letter offering a free inspection, plus a number of free adjustments. These adjustments included cleaning and adjusting spark plugs, tightening loose bolts and nuts, complete tractor lubrication, replacing and adjusting front wheel bearings, and a complete listing of all repair needs for the consideration of the owner.

Giving customers this much free service carried with it some cost. But the attitude of these owners is that it would cost much more for their outside salesmen to round up the same number of service jobs, since they could give less effort to selling new equipment.

The volume of service work resulting from the clinic more than



Above, mechanic with service clinic report in hand shows farmer some of the additional service work his tractor needs aside from the free service offered by the shop. Massey, right, points out equipment to farmer, impresses him with the ability of the shop to handle all types of repairs

outside salesmen to sell shop service as well as new machines. During a period in January, they departed from this practice somewhat and tried a plan designed to persuade farm customers to come to the shop hunting for service. The idea was not original with the company—other dealers having used the same plan—and it was viewed primarily as an experiment.

However, results were far be-



Shop Jobs

justified the promotional effort. For example, one tractor owner who thought his machine was in good shape discovered it needed service work amounting to about \$185. Inspection of another tractor resulted in \$240 worth of repair work, while other repair jobs, coming as a direct result of the clinic, accounted for service and parts charges ranging from \$137 to \$500.

No tractor owner, after receiving this free inspection, was "pressured" to have equipment repaired. But after defects were uncovered and pointed out, the needs were so obvious that nearly all farmers agreed to have the necessary work done. All of the repair jobs listed above were obtained during the first week, and more work was still being brought to the shop at the end of the fourth week.

Some of the tractors inspected were in good shape and needed no repair work, while others required only minor work bringing a nominal service charge. However, these dealers, in view of the favorable impression upon customers,

felt that such time was well spent.

One noteworthy advantage of the clinic was the opportunity it gave the company to inspect cus-

tomers' equipment and record probable future needs. For example, where a farmer did not have all repairs made at one time or where there were worn parts that possibly would give a few more months of service, this information was recorded. Further, these inspections helped the company to determine proper quantities of parts to order.

And if a tractor should break down at a later date as a result of the owner's failure to replace a part recommended at the clinic, the record would show it. This farmer would realize then that the shop had his interest in mind, also, when forewarning him of trouble.

On many of the jobs, the company received a "blanket" order, (Continued on page 105)

Employment of a blacksmith enables company to offer added services such as the making of parts. Seven mechanics are employed including two tractor specialists

MCCORMICK FARMALL SERVICE CLINIC
January 12 - 17

(District) _____
(Date) _____

(Farm Name) _____ (Address) _____ (Dealer Town) _____ (Phone No.) _____
(Customer Name) _____ (Address) _____ (Town and State) _____ (Phone No.) _____
(Tractor Serial Number) _____ (Model and Year) _____ (Checked by) _____

STATION No. 1	Checked By	SERVICE NEEDED
1. Repair and Adjust Front Wheel Bearings		
2. Check Tire Inflation		
3. Check Steering and Seat		
STATION No. 2		
4. Check and Adjust Brakes		
5. Check Clutch and Adjust Travel		
6. Complete Tractor Lubrication *		
STATION No. 3		
7. Check Radiator and Connections		
8. Clean and Service Air Cleaner		
9. Check Belts for Strength and Wear		
STATION No. 4		
10. Check Compression — Clean and Adjust Spark Plugs		
11. Check Engine Mounting		
12. Adjust Governor and Check Operation		
13. Check Hydraulic System		
STATION No. 5		
14. Tighten Loose Bolts and Nuts		
15. Final Review with Owner		

Copied For _____
Defect Order _____
Owner _____ Customer _____
* Oil and Transmission grease — if wanted — at nominal cost.
Service Scheduled for _____ (Date) _____
Customer Will Bring _____
Pickup _____



As the direct result of free pickup and delivery service, repair volume increased more than 100 percent during the last six months of 1952 for the Carter Co., Newport News, Virginia. To the right of Charles E. Carter, company president, is the firm's trailer used in this work. The three-ton unit, originally purchased to deliver new equipment, cost \$1,400



Free pickup and delivery brings

100% Gain in Shop Volume

A PICKUP AND delivery service on repair work, offered free to all customers, no matter how minor the job, brought the Carter Co., farm equipment dealers in Newport News, Virginia, a 100 percent gain in shop volume during the last six months of 1952.

This whopping increase in the company's volume of service work has some notable aspects that should be of particular interest to all dealers. Aside from the increased business coming from old customers, the owners of this firm have noticed that more and more farmers owning competitive lines of equipment are now giving the company their service business in order to take advantage of the free pickup and delivery service. Further, there has been a steady rise in the number of competitive machines on the used equipment lot, meaning that more sales of new equipment are being made to farmers formerly using other makes of machinery.

"As a result of this service we are making only emergency repairs in the field now, all other work being brought in to the shop," said Charles E. Carter, president. "This means that we can make repairs in about half the

time that was required in the field because our shop is fully equipped to handle any type of work. This results in a lower repair bill for the farmer, and for us, a shop operating at full capacity through every season of the year."

Trailer is Valuable

As repair volume has expanded, the number of farmers availing themselves of this free pickup service has been so great that the trailer used in this service is on the road all day, nearly every day in the week. The yearly expense of operating the trailer is negligible in view of the amount of new business which is coming to the shop. Even where a tractor is brought to the shop merely for lubrication work or an oil change, the machine is given a complete inspection for needed repairs. Much business developed in this way might normally be missed were it not for the convenient pickup and delivery service which encourages farmers to have machinery inspected regularly.

By B. Miller

The company also has noted another direct result of this service. There has been nearly a 50 percent increase in paint jobs, as an average of one tractor a day is brought in for this work.

A three-ton trailer, originally purchased for \$1400 to deliver new equipment, is used in this pickup service. As the trailer's wheel are located at the center, the trailer may be depressed to allow a tractor to be driven into position. As the tractor reaches the center point, the trailer lowers into a horizontal position. And as the unit is equipped with a winch, dead tractors may be pulled into position.

"Our volume of repair work has increased substantially because we are able to provide service whenever a farmer needs it," Carter said. "Our being on hand when needed saves the customer time, labor and much anxiety, and the good will the service builds is beyond estimation. Because of our more frequent contacts with farmers sales of new equipment are steadily rising."

NOW as a **BUTLER** dealer

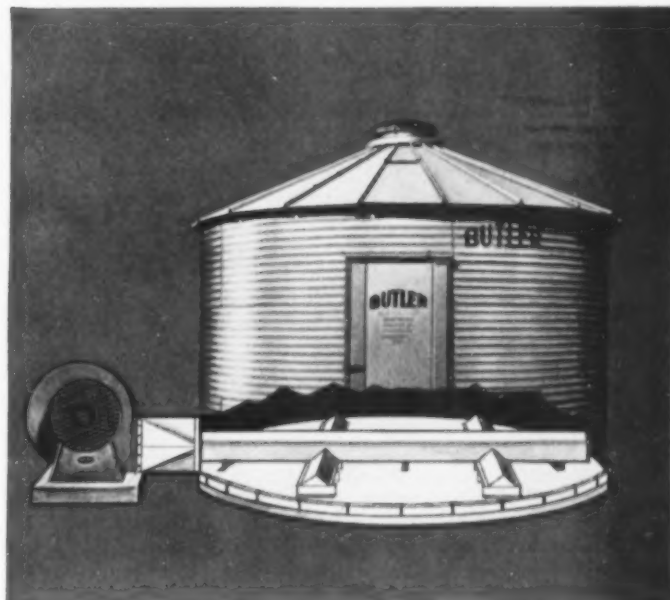
You sell a complete grain conditioning system



Butler grain bins give your customers weather-tight, rodent-proof storage at a cost of only a few cents a bushel per year. They are made of sturdy, long-lived galvanized steel to furnish year after year of safe, clean, on-the-farm storage. With 1,000, 1,330, 2,200 and 3,276-bushel capacities, you can sell Butler grain bins to fit the needs of every farmer.

The new aeration system for Butler grain bins means a big, new sales potential for you as a Butler dealer! It makes practically every grain producer in your community a prospect for Butler grain bins. You can sell Butler bins for safe, clean, on-the-farm storage . . . with Butler aeration to condition and upgrade high-moisture grain in a complete packaged sale.

Butler ads now appearing in the national and sectional farm magazines are telling farmers in your territory about



New Butler aeration system gives farmers a complete grain conditioning unit with ducts, fan and motor assembly for 1,000, 1,330 and 2,200-bushel Butler bins. It cools high-moisture grain quickly, prevents heating, guards against losses due to spoilage and insect activity—promotes natural conditioning for higher market prices, better feed, safer seed!

this new aeration system for Butler bins. They're clearing the way to help add a profitable new sales volume to your business.

Get the full story! Learn how you can *stock, display, sell* Butler grain bins with the new Butler aeration system. Cash in on the profits a Butler dealership offers!

**Mail this coupon TODAY . . .
see for yourself!**



For prompt reply, address office nearest you:

BUTLER MANUFACTURING COMPANY

7394 East 13th Street, Kansas City 26, Missouri

I want to cash in on the big sales opportunity the new Butler aeration system offers. Please send more information.

Name

Address

Town State

Business



Case Co.'s New "SC" Tractor Features Increased Power

A NEW MODEL "SC" tractor recently announced by the J. I. Case Co., Racine, Wisconsin, affords 15 percent more engine power than the previous model. The company points out that this increase in power results from an increase in cylinder displacement and compression ratio, along with other improvements. The power plant is a Case built heavy-duty engine, operating at 1550 rpm. Besides helping to produce the 15 percent increase in power, the higher compression also improves the fuel economy, according to the manufacturer.

The new Model "SC" has ample power and pull for a 3-bottom plow in many soil conditions. This is particularly true with the Case Eagle Hitch mounted plows which favor the tractor with improved traction and comparatively light draft. Wider bottoms, wider harrows, and use of higher gears also are ways whereby the extra 15 percent power gains capacity and saves time.

The new Model "SC" tractor is

New Model "SC" has ample power and pull for 3-bottom plow in many soil conditions. New model has 15 percent more engine power as a result of an increase in cylinder displacement and compression ratio

equipped with a foot clutch. With the Eagle Hitch, which involves hand operation of the hydraulic control during the hook-up, the foot clutch makes it easier for the driver to attach rear-mounted implements without leaving the tractor seat. Foot operated, the clutch is oil-cushioned, working in an oil mist from the pressure oiling system of the engine.

A further addition to the utility and convenience of the new Model "SC" is Dual Valve operation of the Constant Hydraulic Control. Twin levers enable the driver to

operate either or both of two hydraulic cylinders, separately or together.

Both the hydraulic control system and the power take-off are of the "constant" type. Each is completely independent of the forward movement of the tractor. As long as the engine is running, the "constant" power shaft is turning, making both hydraulic and PTO action instantly available.

The new Case Comfort Seat is suspended by a torsional rubber spring, adjustable for the driver's weight and also for freedom of action. It not only absorbs jolts, but also minimizes bouncing and swinging. A liberal lining of sponge rubber is formed to fit and hold its shape. In addition to its riding comfort, the seat has a tilt-up safety feature, permitting it to serve as a back-stop when the driver stands.

A further convenience is the invertible self-locking drawbar. By turning it over, a variation of about three inches in height of hitch is obtained. It is a roller-type drawbar for free, full swinging action that assists short turns with heavy drawbar loads. While the drawbar can be easily removed, most of the Eagle Hitch mounted equipment can be used with it in place.

The new Model "SC" has plenty of weight—some 4700 pounds—properly balanced to make good use of its greater engine power, with wheel diameter and tire size to reduce rolling resistance and power loss. Besides single and dual front wheels in the tricycle type, the new Model "SC" is available with adjustable front axle.





"No other farm elevator does SO MANY jobs...SO WELL!"

NEW IDEA

all purpose

ELEVATOR

Here is an elevator of advanced design to give your customers greater durability and outstanding performance. It's suspension trussed and reinforced. Available with short truck up to 36 ft. and long truck up to 50 ft. Can be furnished with triangular hopper or large tilting hopper with 7 ft. drop gate. A real man saver the year 'round. Write us for its many other outstanding features.

Handles anything!

The big capacity trough, 17½ inches wide inside, has high sides to eliminate spilling or falling. It handles all kinds of loads with ease: ear corn, small grain, bales, etc.



So easy to use . . .

. . . easy to move and transport from one job to another—easy to raise or lower. No pawls or locks to get out of order. When raised to proper height, an angle bar prevents crank from turning. It just can't let go.

NEW IDEA
FARM EQUIPMENT COMPANY

Division **AVCO**
Distributing Corporation
COLDWATER, OHIO, U. S. A.



John T. Brown Elected New President of J. I. Case Co.

JOHN T. BROWN was elected president of the J. I. Case Co., Racine, Wisconsin, at a recent meeting of the board of directors.



John T. Brown

Mr. Brown, who in 1948 became vice-president in charge of production, and in 1952 executive vice-president, succeeds Theodore Johnson who resigned as president and was elected vice-chairman of the board of directors.



Theodore Johnson

Mr. Johnson recently completed his 51st year with the company having been elected a member of the board and secretary of the company in 1924 and president in 1948.

Mr. Brown, the seventh president of Case since its founding in

1842, came up through the ranks of industry to his present position. Born in Pickaway County, Ohio, he worked on his father's farm as a youth and attended rural grade school and East high school in Columbus, Ohio. In 1925 he was graduated from the Sheffield Scientific School, Yale University.

Employed by the Chain Belt Co. as an apprentice in 1925, he remained with the Milwaukee company until December 31, 1947. At that time he resigned as vice-president in charge of manufacturing to join the Case organization in a similar capacity.

Dayton Publishes New Reference Book

THE DAYTON Pump & Mfg. Co. has published a handy reference book (8 pages, size 8½" x 11") which includes a comprehensive comparison chart showing the specifications, capacities, and prices of nine leading jet water systems in the low-price range.

The booklet also contains the story of how the Rapidayton 3-Star Champion convertible jet water system (list price \$99.50) was built. The title of the booklet is "You Can Be a Champion," and is available from Dayton Pump & Mfg. Co., 500 North Webster Street, Dayton 1, Ohio.

Allis-Chalmers Announces New 2-Way Spinner Plow

A NEW TWO-WAY, two-furrow mounted spinner-type plow introduced by Allis-Chalmers for its Model CA farm tractor makes possible efficient low-cost plowing of irrigated lands and hilly farms, according to the manufacturer.

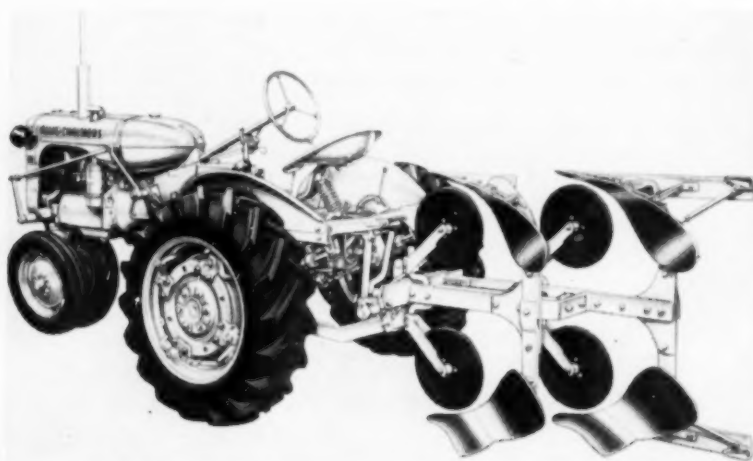
Back and dead furrows are eliminated by the spinner plow as all furrow slices are turned in one direction. On sloping fields and hillside contours the furrows turned uphill act as miniature terraces that retard water run-off and hold soil in place.

Other Features

A simple trip release permits the operator to "spin" the plow bottoms quickly and easily to alternate positions without leaving his seat. Shorter turns and narrower headlands are possible through the close coupling of the plow which, with its free-swing forward hitch, operates like a pull-behind implement for uniform work and freedom to dodge field obstructions.

When extra traction is required, additional weight can be automatically transferred to the drive wheels with the CA's Traction Booster which holds the plow steady at even depth in easy or rough going.

The plow has beams and stress points built of special, heat-treated steel. It is available in either 12- or 14-inch sizes. Smooth rolling coulters, 15-inch in size, are standard, and 16-inch notched coulters are available at additional cost.



Allis-Chalmers CA tractor with new two-way spinner plow



Lewis W. Sheets demonstrates New Holland's easy-shifting discharge spout.

"How I sell the New Holland Forage Harvester"

by Lewis W. Sheets of Sheets Brothers, Hanover, Pa.

"When I'm working on a prospect for a New Holland harvester, I let him take a good look for a minute or two. Then I say, 'Looks pretty simple, doesn't it?' Chances are he'll agree because the New Holland is a mighty clean, simple looking machine.

"Right there I show him how easy it is to swing the discharge spout left, right or center for any kind of loading. Then I point out the clutch that lets him stop, start or reverse the feed table right from the tractor seat.

"Now he's warmed up and I go right on to Flotrac, New Holland's patented feed system that makes this harvester one of the smoothest and steadiest operators in the field. Next I explain the power-saving advantages of New Holland's special cutting angle. Then I offer to bring a machine out as soon as he has some row crops ready and show him how a New Holland will work in his own fields.

"Does my system work? Well, I'll say this, there hasn't been a year since the harvester was introduced that my harvester sales haven't increased over the previous year."

Lewis W. Sheets

Dealers who sell New Holland farm-engineered machines face a profitable future, for they carry the line that's "First in Grassland Farming." And as more and more farmers turn to grassland farming they also turn to New Holland for the balers, forage harvesters, forage blowers, tractor mowers and spreader-seeders that will help them get highest returns at lowest cost.

The New Holland Machine Company, a subsidiary of The Sperry Corporation.



NEW HOLLAND

"First in Grassland Farming"

New Holland, Pa. • Minneapolis • Des Moines • Kansas City • Brantford, Ontario



New Harvesting Units Added By Minneapolis-Moline Co.

TWO NEW harvesting units have been added to the line of equipment manufactured by the Minneapolis-Moline Co., Minneapolis, Minn.

One is a tractor-drawn harvester called the 88 Harvester, while the other is a forage harvesting unit called the Uni-Foragor. This unit is the fourth in a series of attachments designed for the firm's Uni-Harvester.

The 88 Harvester is a combination of two other harvesters now being manufactured by the firm, the Harvester 69 and the Uni-Combine attachment for the Uni-Harvester.

Outstanding features claimed for the new 88 Harvester include: 88-inch cutting swath; offset header trough; retractable finger conveyor auger; 48-inch wide straw rack; 20-inch wide cleaning shoe with sloped grain pan; 17-inch diameter cylinder with 6 rasp bars; outside wheel adjustable 16-inches to avoid running one wheel on the row when harvesting row crops such as soy beans, and a 20-bushel grain tank with a quick unloading auger-type conveyor.

Hydraulic header lift control is also available on the 88 Harvester. With it, the tractor operator is able to raise or lower the header to fit his crop conditions. According to company engineers, the 88 Harvester may be equipped with either a power take-off drive or an independent V4 engine drive.

Outstanding features claimed

for the new Uni-Foragor attachment include: self-propelled operation, as the attachment is mounted on a basic tractor unit that has its own motive power; start-stop-reverse transmission, that can be operated from the tractor seat, to prevent clogging and damage to the attachment; adjustable cutting length of knives so that crop cut may be adjusted from 1 3/8" to 3" without removing the knives.

Extra distance between the cutting head and shear blade gives maximum clearance for chopped material; interchangeable crop headers, with a hay crop header now available and a row crop header to follow; a flat slip-type belt from the Uni-Tractor drives the Uni-Foragor; an adjustable slip clutch is provided on the feeder to prevent damage to the unit by sudden over-loads; the unit may be mounted on the Uni-Tractor in less than 30 minutes; large blower and delivery pipe for maximum harvesting capacity;

Uni-Foragor is the fourth in a series of attachments designed for the firm's Uni-Harvester

Tractor-drawn harvester, the 88 Harvester, left, is a combination of two other harvesters now being manufactured by the company, the Harvester 69 and the Uni-Combine attachment for the Uni-Harvester

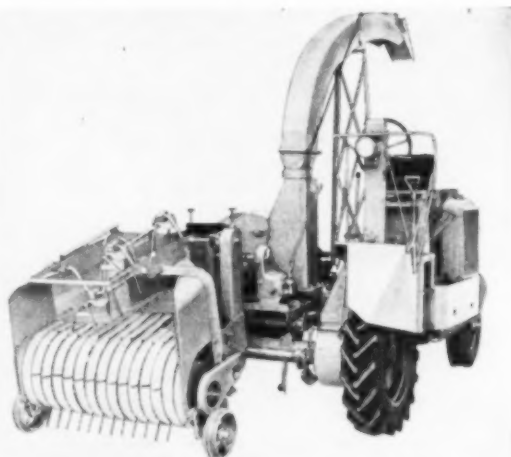
raker bars, that are believed to be an exclusive design, for delivery of hay or row crop silage; and a ratchet clutch to prevent back-running or wrapping of the roll when the feeder is reversed.

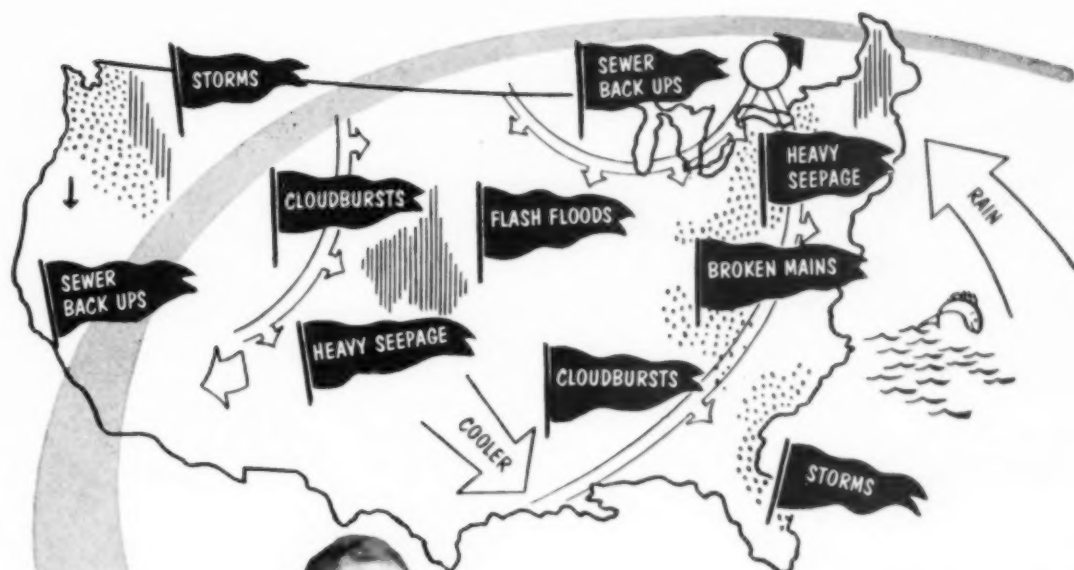
Company engineers claim that the straight-through construction of the Uni-Foragor, the same as found in all other Minneapolis-Moline harvesters, will result in maximum crop harvesting for farmers who use this machine.

A forage harvester of similar construction is being designed for farmers who prefer tractor-drawn equipment. According to company engineers, this machine will be available in the near future.

Dayton Appoints Four to Board of Directors

GERARD J. CARNEY, general sales manager of the Dayton Pump & Mfg. Co., Dayton, Ohio, was one of four new men recently appointed to the board of directors of the company, according to Frank M. Tait, president of the firm and chairman of the board. Also newly-elected to the board were Kenneth R. Lung, chief engineer; Charles W. Rike, production manager; and Charles H. Stowe, Jr., treasurer.





Russ Lewis says . . .

"There are two ways to make money selling . . .

FAIRBANKS-MORSE **Submersible Cellar Drainers"**



"You can carry a *big* stock to meet any emergency. Or, you can sell cellar drainers the year 'round.

"We think the second way is best. Here's why. If you wait until emergencies make ordering necessary, you may not be able to get *all* the cellar drainers you need *when* you need them. You will not have time to make all installations during emergencies. Both mean sales lost to competitors—no profits for you.

"On the other hand . . . selling drainers the year 'round makes profits more certain. Installations can be made during slack times in your shop. You needn't tie up working capital in a *big* drainer inventory. Access to basements often reveals chances to sell water heaters, softeners, and other appliances.

"Our submersible a sales 'natural'!"

"Prospects like its compactness and the fact that it keeps working even though it is completely submerged. The unit fits easily in a 16" diameter sump. Discharges as much as 3600 gph. against a 10-foot head.

"One more selling idea. Send *now* for our free cellar drainer mat ads. Then you'll have them on hand for quick insertion in your local newspaper when storms, or accidents to sewer or water mains bring buyers into the market."

For complete information about Fairbanks-Morse dealerships, and the free mats, write Fairbanks, Morse & Co., Chicago 5, Ill.



FAIRBANKS-MORSE

a name worth remembering when you want the best

WATER SYSTEMS • GENERATING SETS • MOWERS • HAMMER MILLS • MAGNETOS • PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES



*year 'round promotion
means year 'round sales
for you!*

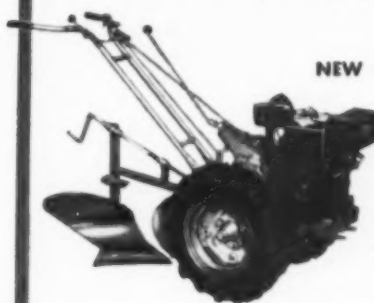
This month, Simplicity dealers everywhere are building customer interest — and closing sales — with the new Simplicity Sickle Bar poster. It's another in the continuing series of Simplicity dealer aids that work month after month for Simplicity dealers . . . that add up to the best merchandising and sales promotion program offered by any garden tractor manufacturer!

The complete line of Simplicity implements offers real profit opportunities for Simplicity dealers, because they mean year 'round utility for customers, year 'round savings in time, labor and money! And remember, most Simplicity implements are interchangeable for all tractor models, keeping your inventory low and easily controlled. That's another reason why it pays to sell Simplicity!



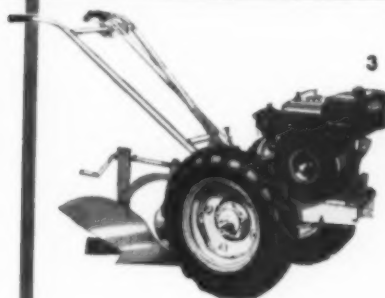


Now FOUR GREAT MODELS in the 1953 Simplicity Line!



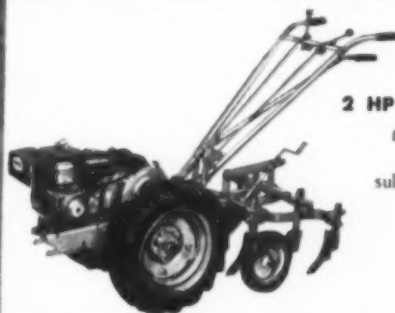
NEW 5 HP MODEL V

powerful
utility tractor,
selective gear
transmission with
three forward
speeds and auto-
motive type reverse
\$298.00*



3 HP MODEL M-1

plenty of power
for big jobs, pulls
8-inch plow



2 HP MODEL L-1

ideal for large
estates and
suburban gardens



NEW 2 HP MODEL J

designed for the *average* yard,
with "4-Job Power" to mow
lawns, cut weeds, cultivate
gardens and plow snow

\$105.00*

*Price FOB Port Washington, Wis. Attachments extra.

Simplicity Manufacturing Company

5365 Spring St., Port Washington, Wisconsin



John Deere Introduces a New Two-Row Mounted Corn Picker

A NEW, BIG-capacity, two-row mounted corn picker—the No. 227—has been announced by John Deere, Moline, Ill., for use on the Models "50", "60", "70", and late-model "A" tractors. It features straight-through design with bigger capacity in gatherer, snapping, husking, and cleaning units.

Four rubber husking rolls in each row unit give the new No. 227 picker greater husking ability. The rolls work against each other in pairs. Each spiral-ribbed, soft rubber roll works against a mating roll of smooth, hard rubber. The outer roll in each pair is offset $\frac{3}{4}$ -inch in each husking box, forming a trough through which the continuous center conveyor moves. Ears traveling over the four rolls are held in line for maximum husking efficiency. The shape of the conveyor flights and the arrangement of the rolls in the husking box provide positive elimination of any stalks that might enter the husking box. No trash rolls are required, according to the manufacturer.

A large-diameter cleaning fan centered in a wagon elevator hopper blows out husks, dirt, and trash at right angles to the direction of travel. This assures cleaner corn in the wagon, since trash is not blown back toward the wagon.

The convenient snapping roll adjustment on the No. 227 picker assures better work, reduces plugging and shelling, and makes operation safer, it is claimed. Two

levers, within easy reach of the operator on the tractor seat, provide individual adjustment of each set of snapping rolls without stopping the tractor.

The new high lift feature permits shorter turning at row ends and easier handling in rough field conditions.

The new No. 227 picker is easily controlled through the hydraulic system of the tractor. Mounting or dismounting the picker, the manufacturer points out, is a fast, easy, one-man job, requiring no heavy lifting.

Rugged construction is stressed. Each row unit is built around a steel frame for maximum strength and rigidity. Only nine chains are used in the entire picker—four of them roller chains. All units are gear-driven through hardened, cut-steel gears, with the exception of the roller chain main drives.

New Self-Propelled Sprinkler Line

THE NEW self-propelled sprinkler irrigation line invented by Frank L. Zyback and manufactured by A. E. Trowbridge, moves about a swivel elbow with enough tubing to irrigate 40 acres of pasture land. This requires a line 660 feet long, and less than four of a 40 acre square field will need additional irrigation, it is claimed. Shorter lengths can be used for smaller areas.

The line is supported by specially designed carriages at points approximately 120 feet apart. Towers on these carriages carry suspension cables which support the lines between. These carriages are propelled by hydraulic power from the water in the lines, according to the manufacturer.

When the full 660 foot line is in operation, the outer end moves at 80 feet per hour. The carriages, as they near the center, run at relative speeds. The one at 330 feet, for example, moves but 40 feet per hour.

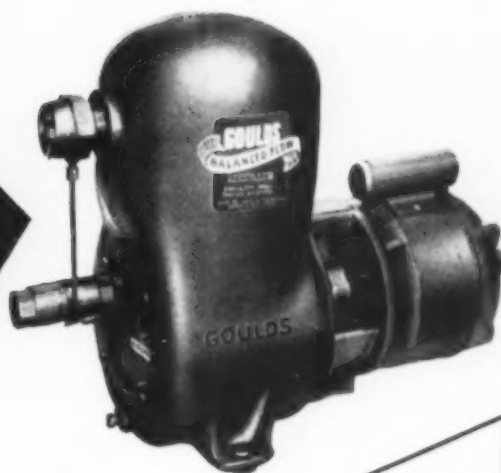
To secure an even spread of water, the sprinklers are arranged in proportion to the speed. A very small sprinkler is used near the swivel joint, but sprinklers increase in size and number as they near the circumference of the circle. One-half as much water is distributed at 330 feet as at 660 feet. The ground is kept relatively dry ahead of the line by swinging the sprinklers in half circles back of the direction of movement.

While this self-propelled system is designed for pasture irrigation, it can be used for other crops, and lines can be raised to clear high crops.

The Self-Propelled Sprinkler Irrigation System is being distributed by the Farm Improvement Company, 2045 South Holly Street, Denver, Colorado.



YOU sell the pump . . .



the **PUMP** sells for you

Every pump you sell opens the door for *additional* sales of water-using equipment—*extra* sales opportunities that often do not exist until you sell the pump! That's why it's *doubly* important to actively promote pumps—the success of your pump business vitally affects the profit picture of so many *other* products you sell!

Here's the PROOF . . .

A recent survey among Goulds dealers showed that *related sales*, following the pump sale, averaged *624%* of the retail price of the pump! That's a whopping dividend you just can't afford to miss . . . a dividend you can easily get when you follow the . . .

GOULDS 5-point Promotion Plan

Goulds has the pumps—a *complete* line of dependable water systems for every farm and home need. And—GOULDS has a *complete* promotion plan—a step-by-step plan with *all* the tools you need to *really* get into the pump business. For details, see your distributor—or write us for your copy of the "Goulds Promotion-Planner" . . .

GOULDS PUMPS INC. • Seneca Falls, N.Y.

Dept. SH-4



**"GOULDS PUMPS ARE
THE BEST SALESMEN
I HAVE!"**



GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED

Ford Motor Co. to Distribute Ford Farm Equipment Products

COMMENCING August 1, Ford Motor Company will assume distribution of the Ford Tractor and a broad line of farm implements and equipment.

The Ford Tractor currently is distributed by Dearborn Motors Corp. of Birmingham, Michigan.

Distribution arrangements with that company have been terminated by Ford, effective July 31.

Sales and service of tractors, equipment and implements will continue to be handled through independent distributors and dealers.

HAY TIME IS SECTION TIME



STOCK *Herschel-Sharp* CUTTING PARTS —the perfected product of 66 years

NEW SECTIONS—NEW KNIVES make haying a "breeze" instead of a chore. STOCK A COMPLETE LINE OF HERSCHEL SECTIONS and KNIVES. Display them and ask your customers to buy. You'll be surprised at the amount of additional business you can stimulate while doing your trade a favor at the same time.

Remember also the importance of guards, rivets and knife hold-down parts. Help and encourage your customers to keep their cutter bars in true-running condition for longer life and better cutting.

HERSCHEL PARTS are available for many kinds and all makes of farm machines. HERSCHEL FARM SUPPLY ITEMS are selected to serve the farmer's chief needs and to bring business to you, his dealer. ORDER FROM HERSCHEL—UP YOUR SALES!

- FREE TO DEALERS: Herschel Catalog No. 87 and large Herschel Wall Chart showing parts to fit all makes of power mowers. WRITE FOR THEM.



Factory at Peoria, Illinois

Branches: Auburn, N. Y.; Harrisburg, Pa.; Toledo, Ohio; Minneapolis, Minn. Omaha, Neb.

DISTRIBUTORS: R. C. Cropper Co., Macon, Ga. Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

Ford has made arrangements to acquire from Dearborn Motors certain facilities for use in connection with the new program. These facilities will include the Dearborn Motors office building and parts depot at Birmingham, Michigan. In addition, Ford—through a subsidiary to be organized for that purpose—will acquire substantially all of the assets of Wood Bros., Inc., of Des Moines, Iowa, which manufactures farm equipment.

It is expected that most of the personnel of Dearborn Motors, other than those of Dearborn Motors Credit Corp., which finances farm equipment sales at wholesale and retail, will become associated with Ford on or about August 1. Details will be announced about that time.

H. M. Railsback Retires; Deere Advertising Head

SOMETIMES called the "dean of farm implement advertising directors," H. M. Railsback of John Deere & Co., Moline, Ill., retired June 6 after being a member of the company's advertising department since 1911 and director since 1917.



H. M. Railsback



B. I. Toline

His successor is B. I. Toline, member of the Deere organization since 1928, former manager of the advertising and sales promotion department of the John Deere branch house in Dallas, Texas, and at present director of sales training for Deere & Co.

Mr. Railsback's career in journalism and advertising began at the University of Illinois, where he was a member of the "Daily Illini" editorial staff and manager of the Illinois "Scribbler" magazine. After graduating from the university's college of business administration in 1911, he immediately joined the Deere & Co. advertising staff as a copywriter. Promoted to copy chief in 1915, he was named director of advertising in 1917 to succeed the late Frank D. Blake.

Under Mr. Railsback's leadership, the Deere advertising department has established an enviable reputation. The John Deere Day program which he inaugurated and many of the motion pictures shown at these widely-known farmer gatherings are examples of his work. "The Furrow," agricultural journal published by Deere

& Co. has grown from a relatively small publication issued four times a year to a bi-monthly with 22 editions, including French and Spanish.

Empire Plow Names Dumas Sales Representative

THE EMPIRE Plow Co., Cleveland, Ohio, announces the appointment of W. Travis Dumas as new sales representative for Texas, New Mexico and Louisiana. Mr. Dumas, who will maintain head-



W. Travis Dumas

Promoting Profitable Farming

(Continued from page 85)

would insure the highest yields, the Franzens stocked fertilizer, buying it in carload lots and selling it by the ton.

Farmers responded so well to this extra service that now, fertilizer has come to be a major source of profit for the company. More than 1,000 tons of fertilizer are sold each year, mostly to farmers who come to the store and haul it away in their own trucks.

Before fertilizer is sold to the farmer, these dealers make sure that it is the proper type for the farmer's land and the crop he is feeding. Although the Franzens know the requirements of the soil in the area they work closely with the County Agent, especially when a customer needs a soil analysis.

No attempt is made to display fertilizer in the plant because of

Make a Year 'Round Profit Selling

1903-GOLDEN ANNIVERSARY-1953

SHAW

"DU-ALL"

Garden and Small Farm TRACTORS

Complete Line—Big Market
FOR THESE NATIONALLY ADVERTISED
NATIONALLY-ACCEPTED MACHINES

- OUTSTANDING FEATURES
- PRICED LOW
- CHEAP TO OPERATE

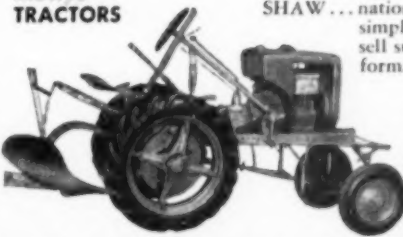
Walking Models. Do all yard and garden jobs. Ruggedly built for power and traction. Features include variable speeds, adjustable wheel widths, individual gang tool controls. Power turn models available. **Riding Models.** Provide low cost power for small farms. Pull 10, 12, 14-inch plows. Plow, plant, cultivate, mow, rake, do many other jobs with ease. Power take-off pulley operates many different attachments. **New Rotary Pulverizer** model available.

• **Extra Money in Attachments**
Complete line easy mount tools for all land preparation and cultivation. Popular power take-off attachments available.

1½, 2½, 3, and 5 H.P.
Walking Tractors



5, 8 and 12 H.P.
RIDING
TRACTORS



ESTABLISHED DEMAND

A Reputation for Quality Construction and Customer Satisfaction

Profit-making opportunities are wide open to those handling the established SHAW line. Dealers are assured of a famous brand name . . . national acceptance . . . greater market potentials.

Seven different walking and riding models, ranging from 1½ to 12 H.P., help you sell everybody . . . the complete market . . . from home gardeners to owners of good sized farms. You feature these sturdy, efficient machines with utmost confidence because they are fully guaranteed by SHAW . . . nationally-preferred for quality construction and simplicity of design. When you sell SHAW you sell superior tractors famous for outstanding performance . . . proved dependable for many years.

Get Facts on Dealer Openings

Write, wire or phone for catalogs on complete SHAW line, franchise information and liberal dealer discounts.

SHAW MANUFACTURING CO.
8307 Front St., Galesburg, Kansas

lack of space. One display rack filled with advertising pieces is all the promotion given to fertilizer.

After the farmer buys fertilizer, whether for rice or dry crops, these dealers continue to show an interest in his activities. Regular calls are made by a field man to check up on the growing crop, and these calls result in additional sales of equipment and repair service.

"Farmers are eager to know about fertilizer," R. G. Frazen said. "When they come to us for information, we give them all the time a slow-moving farmer needs to learn about it, and then to convince himself that he must invest in fertilizer that will cost from \$3 to \$100 a ton.

The Rice Center Supply Co. wins extra profits through vigorous promotion of implements. A tractor seldom is sold without the implements that the farmer can use to best advantage in his particular operations. The company impresses farmers with the fact that when a tractor is fully equipped with proper attachments, eventual profits are higher.

The company is particularly

aware of those "minor services" which often influence a customer's later purchases. For example, all but the most bulky machinery is kept under cover. New tractors and reconditioned tractors are not left in the weather. When a farmer buys a new piece of equipment, he receives one that looks new and is new. He also receives a unit which has been set up properly and tested. If future adjustments are needed, a trained field man is available for immediate rendering of on-the-farm service.

An important phase of this business is the service offered by the parts department which is so completely stocked that customers out of state frequently are served, especially with parts for rice machinery.

There is nothing fancy about the building, the display area, the parts department, or the service department where six mechanics are kept busy. There is no show room for machinery, and not quite enough warehouse space. The management admits that some re-modernization probably is needed.

However, customers seem to prefer this type of operation. They

know they are dealing with farmers such as themselves—farmers who know how to make their own land produce maximum yields and who will help others achieve the same results.

Make-Or-Break Factor

(Continued from page 86)

"This is certainly a more profitable way for the dealer to handle the average repair job," Whately continued. "If a customer needs repairs to a defective tractor clutch, and wants the work done on the farm, the service of two men is required for the better part of a day. On the other hand, two men can handle this job in the shop in about two hours.

"Since we make a flat charge of \$30 for a clutch installation it is obvious that we can realize a greater profit from the work if it is done in the shop, and the farmer receives a better job. There also is a further advantage for the farmer. We can do this work without loss of production time for him, for during the peak seasons



EXTRA STRONG EXTRA TOUGH

Tractor, Plow and Harrow
Clevises - Hay Hooks - Trailer
Hitches - Hitch & Clevis Pins
FORGED OF

Hi-Strength STEEL

Favorite of farmers everywhere. Will
outwear two or three ordinary clevises
Four types of BIG ORANGE
CLEVISES offer 14 numbers
up to 1" body with 1 1/8" pin



3 Sizes Hitches

ASK YOUR DISTRIBUTOR or write to
MIDLAND INDUSTRIES, Inc.

Cedar Rapids, Iowa



Mt Hawley

MODEL NO. 150
ELEVATOR

LEADS ALL THE REST IN PERFORMANCE—VALUE!

- ✓ 26' to 54' in 2 ft. Multiples—One Heavy Duty Derrick
- ✓ Brand New, Radically Different "One Man" Truck & Derrick
- ✓ "Double X" Trussing Thru-Joints
- ✓ Strongest, Stiffest Construction—Bar None
- ✓ Easy Flow Feeder Completely Spring Balanced
- ✓ 17" Trough Takes Round Or Square Bales
- ✓ Fafnir Bearings
- ✓ Highest Customer-Dealer Acceptance Of Any Elevator in 1952



WRITE FOR
LITERATURE

IN STOCK AT THESE
CLOSE-BY POINTS:

John Blue Co. Moore-Hendley Hardware Co.
Laurinburg, N. C. Birmingham, Ala.
Beck & Gregg Hardware Co. Orgill Bros. & Co.
Atlanta, Ga. Memphis 2, Tenn.



Mt Hawley MFG. CO.

Mt. Hawley Airport Dept. C-8 Peoria 4, Ill.

much of the work is done at night. As a result, equipment is not out of action during the day, which means a real saving for the average customer. Actually the dollar value of the production time saved often will more than cover the cost of the repair work.

"Our shop men work overtime without overtime pay and there is no complaint. They are sharing in the profits and their work reflects their interest. We assume our men are happy and satisfied, for we have no great labor turnover, and we have few instances where equipment is returned as the result of poor service work. It has become obvious to us that our shop men are as interested in our customers as we are."

In developing new customers, Whatley depends almost entirely upon leads furnished by satisfied customers.

"Customers can do an important selling job for you if they are entirely satisfied with the company's work," he said. "I do not believe that many farmers change from one make of tractor to another without first consulting some neighbor who is operating one of

that particular manufacture. And farmers also will want to be fully assured that the dealer is dependable. It is safe to assume that the farmer considers equally the make of equipment AND the dealer handling the line."

Service Clinic Boosts Shop Jobs

(Continued from page 89)

authorizing any repairs necessary. In such instances the work was guaranteed for thirty days.

These dealers found that it was much easier to get a blanket order during a clinic than where service is sold in the field, for the owner can be shown, on the spot, the labor that will be necessary and the parts required.

These dealers emphasize that a clinic, with its offer of free inspections and service, requires an adequately equipped shop with enough service personnel to take care of a large volume of work. The company has seven mechanics, including two tractor specialists, a

mechanic who devotes his time to cleaning used implements, two servicemen for automobiles and trucks, a blacksmith for welding and making new parts, two assembly men, and a shop foreman.

Shop equipment includes equipment for repairing starters and magnetos, lathe, electric and acetylene welders, a valve grinder, chain hoist, paint sprayer, steam cleaner, hydraulic press, etc.

The company probably does more advertising than any other firm in Scottsville. It runs frequent large ads in the local paper, and sponsors a 15-minute radio program every week over one Bowling Green station, and a 30-minute weekly program over another station in that same city. In addition, spot announcements are used daily. These radio promotions, in addition to newspaper and direct mail advertising, serve to keep the company's name constantly in the minds of customers in the territory.

Such promotional activity has paid off, for in addition to its large volume of shop work, the company, despite the drought, sold 104 tractors in 1952.

LOOK FOR THE NAME

"EMPIRE"

STAMPED ON EVERY PIECE



**HEAT TREATED
FOR TOUGHNESS —
TEMPERED
FOR PERFORMANCE**

Special analysis "hot top" steel makes "EMPIRE" tillage tools split-proof and curl-proof. "EMPIRE" built products are scientifically heat treated by our exclusive Isothermal process for extra springiness, clean scouring, keen cutting and longer life. There are none better.

"It pays to sell the line with ready trade acceptance."

1840

THE EMPIRE PLOW COMPANY

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

1953

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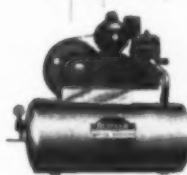
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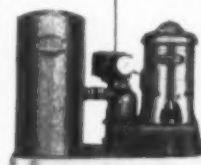
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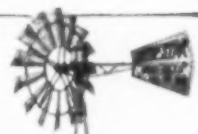
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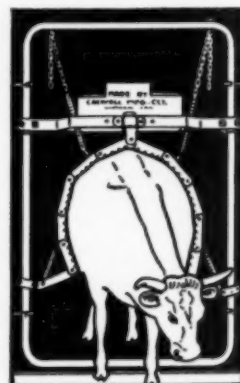
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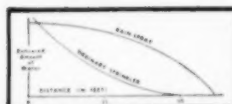
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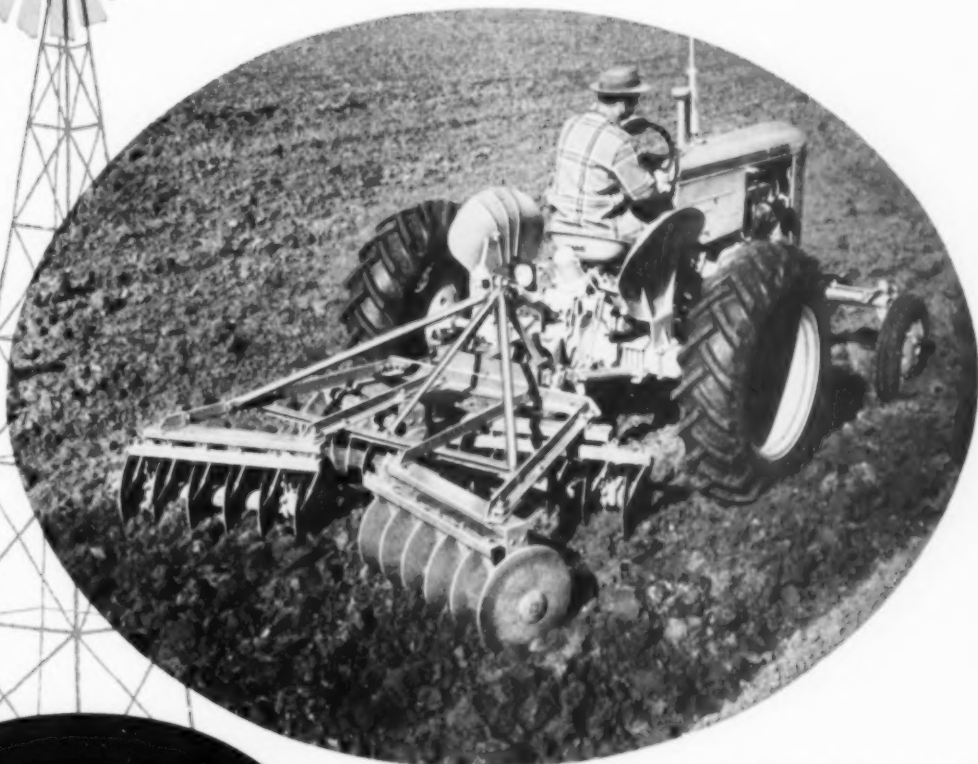
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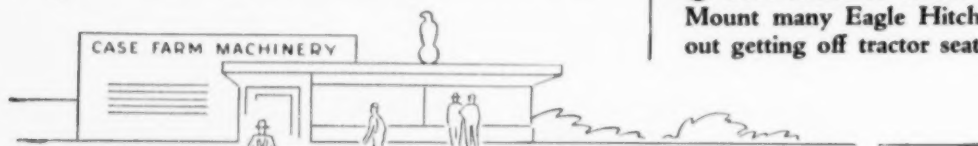
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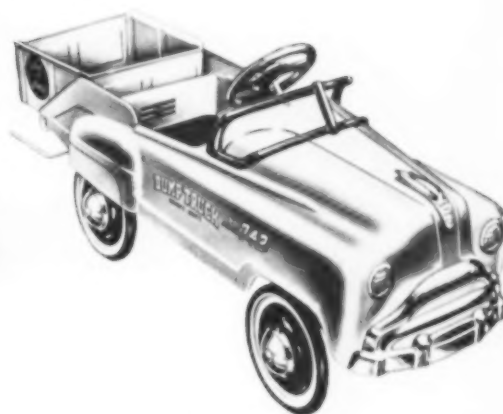
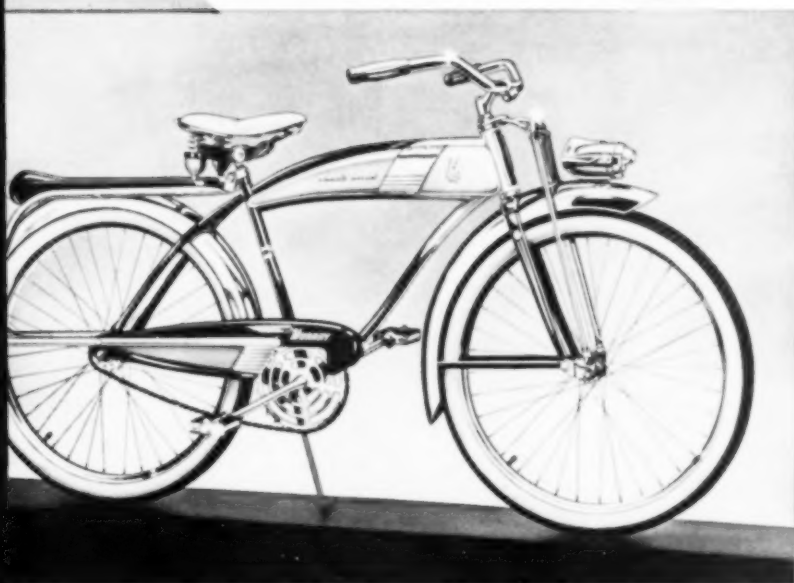
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